

VOLUME 66

NOVEMBER, 1920

NUMBER 2



The INLAND PRINTER



Leading Trade Journal of the World
in the Printing & Allied Industries


Forty Cents

Is your printing easy to read?
Is it read by enough people to
warrant its production?

The answers to these questions decisively determine the worth of your product and are the measure of your business success. That is true today—it will be truer tomorrow.

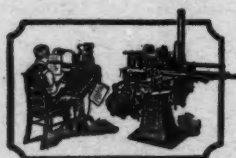
Necessary to good printing are an inviting appearance and type that is read without conscious effort.

A contrast between type and background sharp enough to bring the type forward on a separate optical plane is inseparable from strong attraction and high legibility.

The only means of obtaining it is a condensation of the tones of a page by fitting the letters closely. Compact word-forms come forward to meet the vision; they attract the eye and, in reading, the background does not protrude between the letters to cause the slight nervous shocks of imperfect perception and thus affect assimilation.

This application of the psychology of reading is worthy of your careful consideration.

The *single-type* product of the Monotype Composing Machine reaches the highest point of compactness—and of attraction and legibility.



LANSTON MONOTYPE MACHINE COMPANY

PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

TORONTO

Monotype Company of California, SAN FRANCISCO

Butler AND PAPER



FOR more than three-quarters of a century the name of BUTLER has meant "*Better Paper*" to every man who knows paper and its commercial or industrial use. Today the Butler Paper Corporations, greater and better equipped than ever before, offers the paper-user, great or small, the fullest advantage of its unequalled resources.

Butler Paper Corporations

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Established 1844

TICONDEROGA PULP & PAPER CO.

Quality

COLONIAL OFFSET
SPECIAL MAGAZINE
MACHINE FINISH
TICONDEROGA FINISH



MUSIC
EGGSHELL
SCHOOL TEXT
ANTIQUE LAID

Uniformity

SALES OFFICE, 522 FIFTH AVENUE, NEW YORK CITY, N. Y.

Profit Producing Printing Papers

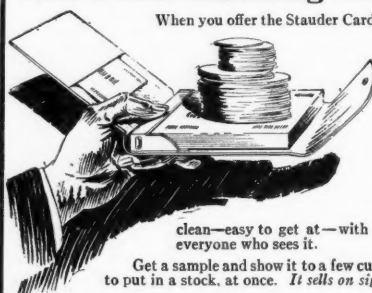
BONDS
FLATS
LEDGERS
TYPEWRITER PAPERS
BOOK PAPERS
COVER PAPERS
BRISTOLS
CARDBOARDS

DOCUMENT MANILA
ENVELOPE MANILA
BLOTTER PAPERS
ENVELOPES
CUT CARDS
RULED HEADINGS
SHIPPING TAGS
TWINES

TABLET CEMENTS, Etc.

Parker, Thomas & Tucker Paper Co.
535-539 South Franklin Street
Chicago

It's Like Handing 'em Money!



When you offer the Stauder Card Case to a customer it's just like offering him gold dollars for about 85 cents, because if he takes it he saves fully 15% of his cards.

This is the famous "Case with the Platform" — holds one card or many, plain or folded, printed or engraved. No scoring or perforating required. Keeps cards clean—easy to get at—with a style appreciated by everyone who sees it.

Get a sample and show it to a few customers. You'll decide to put in a stock, at once. *It sells on sight.*

Stauder Engraving Co., 239 N. Wells St., Chicago

The INLAND PRINTER

Vol. 66, No. 2 HARRY HILLMAN, Editor November, 1920

Published Monthly by

THE INLAND PRINTER COMPANY

632 Sherman Street, Chicago, U. S. A.
New York Advertising Office, 41 Park Row

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Entered as second-class matter, June 25, 1885, at the postoffice at Chicago, Illinois, under Act of March 3, 1879.

THE McGRATH ENGRAVING CO.

EXPERT MAKERS OF PRINTING PLATES

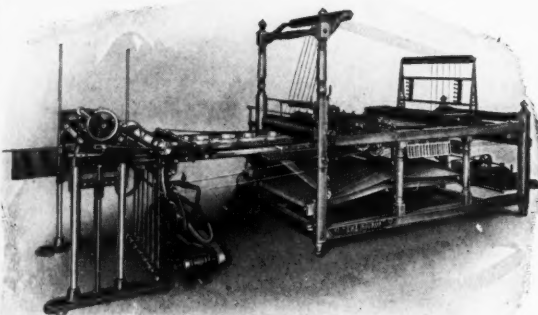
501 S LA SALLE ST
CHICAGO



TELEPHONE
HARRISON 6245

ENGRAVING
PROCESS

ELECTROTYPING
COLOR PLATES



The Hickok Automatic Paper Feeder

H. Niedecken Company, Milwaukee, Wis.,
write us in regard to the Hickok Automatic
Paper Feeder as follows:

We are very glad to say that the Hickok Automatic Paper Feeder we have been using for several years on one of your ruling machines, has been a success from the start. You prophesied, when we bought it, that we would like it better than another style feeder we had installed a while before. Your device is not only much easier to set and handle, but it has done better work, handling any kind of stock from onion skin to bristol board. The machine has given us no mechanical trouble, and an apprentice ruler has handled it from the beginning.

THE W. O. HICKOK MFG. COMPANY

Established 1844

Harrisburg, Pa., U. S. A.

What MIEHLE Users Say about the DEXTER COMBING PILE FEEDER

One of Our Best Investments

We are very much pleased indeed with our combing pile feeder. It is operating on a 25 x 38 Miehle and we have frequently made better time than running a double-sized sheet on a much larger press. We consider the outfit one of our best investments.

THE A. H. PUGH PRINTING CO.

Two Thousand an Hour

We cannot say too much in praise of the Dexter Combing Pile Feeder. On our 25 x 38 press we are getting an average of a little over 2000 per hour on No. 1 grade of enamel paper, with halftone cuts, and securing extra good class of printing. The machine is a real money-maker.

PAXTON & EVANS.

Better Than Two Thousand an Hour

The Combing Pile Feeder which you installed in our plant last September has been working steadily and uncomplainingly since that time. It has handled efficiently all the sizes, weights and finishes of paper that we have asked it to feed and at an average rate of slightly better than 2000 per hour. We are very well satisfied with the results attained.

PECK & DURHAM.

An Order for Another

We are herewith enclosing our check in payment of the Dexter Combing Pile Feeder which you recently installed in our plant, and are herewith handing you our order for another feeder.

I want to say that I am well pleased with the work that it has done and when we get into our new plant, which is under construction, we no doubt will require the third one.

THE PREMIER PRESS.

Absolute Register

It gives us great pleasure to send you a letter of recommendation for the Dexter Combing Pile Feeder which we have had in operation in our plant for the past eight months. It has not failed us at any time and enables us to greatly increase the output of the press to which it is attached. The register is absolutely perfect on color work. Just now we are running a six-color job and there is not the slightest variation in the register."

MOREAU & ROSE CO.

Another Ordered

The best thing we can say about the Dexter Combing Pile Feeder which we installed this winter is that we have ordered another one and as soon as this is installed we are going to order a third and we hope a fourth. Actions speak louder than words.

We have made no records, but we get approximately 50% to 100% more output on the press equipped with this combing pile feeder than we do on its twin standing right beside it, which is hand-fed.

THE VERMONT PRINTING COMPANY.

A Pleasure to Testify to the Merit of the Machine

The writer is pleased to advise you that the performance of your Dexter Combing Pile Feeder is beyond expression.

Of the production of the feeder, the writer is particularly in a position where he can vouch for the excellent work of your feeders, he being connected formally with the Strathmore Press, James F. Newcomb & Co. and also Davidson & Silver.

It affords us great pleasure, indeed, to testify to the merits of your machine.

THE DAVIDSON PRESS, INC.

2800 an Hour

Since installing your Dexter Combing Pile Feeder three months ago, we are pleased to say it has more than exceeded our expectations. It is as near perfection as we can imagine.

We have on several occasions run the press at 2800 impressions per hour and the feeder has done its work perfectly. We have also handled tissue paper at a speed of 1000 per hour. We are glad to own it and congratulate you on having such a complete and simple feeding device. We thought your salesman was exaggerating when he was selling us the machine, but we find it has done all he promised and more.

As to speed, it will feed to the speed limit of the press and do the work right. It is a wonderful machine and we take pleasure in telling you we are entirely satisfied with it. GEORGE S. FERGUSON CO.

Thirty Per Cent Extra Output

A trifle less than a year ago we installed two Dexter Combing Pile Feeders, and we are pleased to state that they have proved themselves more valuable than we anticipated when we placed our order.

In the first place, we have increased our daily production 30%, and as the register is perfect we have cut the spoilage to less than 1%.

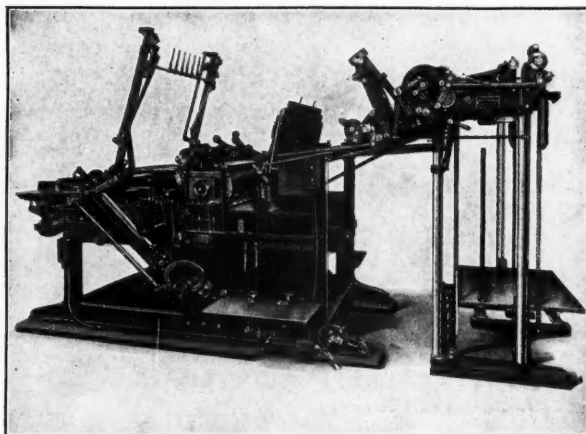
They are easily operated and have helped in solving the labor situation, as they are always on the job when wanted.

At present they are busy on a 200,000, four-color run, and we can depend on them to have the job out on time and each sheet fed up to the guide.

You may expect further orders from us, and we will be pleased to say a good word for these feeders every time we are approached regarding their efficiency.

WOLFER PRINTING CO., INC.

It's the improvements we have made in binding and feeding machinery each year that have established the Dexter trade mark as a symbol of prestige and a guide to folder and feeder development.



If Dexter Combing Pile Feeders were not good investments, they would never hold so large a following. The volume of our repeat order business is sufficient proof of the Dexter Combing Pile Feeder worth.

DEXTER FOLDER COMPANY, 200 Fifth Avenue, New York

*Folders, Cross Continuous Feeders, Dexter Feeders, Inserting, Covering
and Wire-Stitching Machines*

CHICAGO

PHILADELPHIA

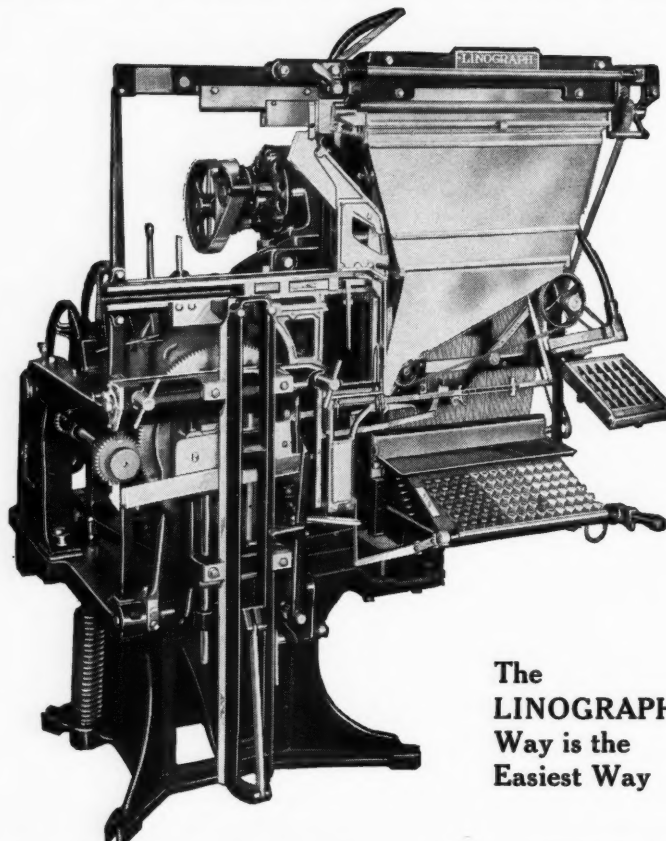
BOSTON

DALLAS

ATLANTA

SAN FRANCISCO

THE LINOGRAPH



The
LINOGRAPH
Way is the
Easiest Way

The Linograph will Serve Every Printer

Every Printer — large or small, newspaper or job office — can use a LINOGRAPH to advantage if he can use any line-casting composing machine.

Every Printer wants the machine that will produce slugs with low quad lines.

Every Printer wants the machine that will produce his composition at lowest cost.

Every Printer wants the machine that will make him the most independent of the factory and highly skilled mechanics.

*No other machine meets these requirements as
fully as the LINOGRAPH. Ask for literature.
Ask for names of users in your neighborhood.*

THE LINOGRAPH COMPANY

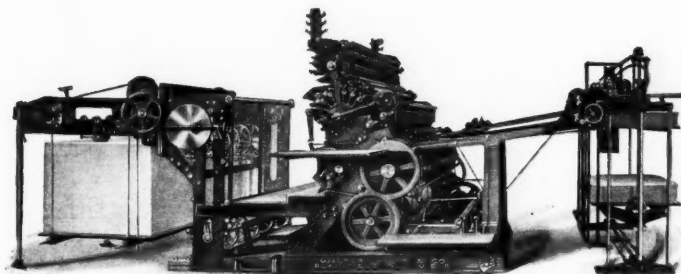
DAVENPORT, IOWA, U. S. A.

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THE SCOTT ROTARY OFFSET PRESS

with Patented Pile Delivery

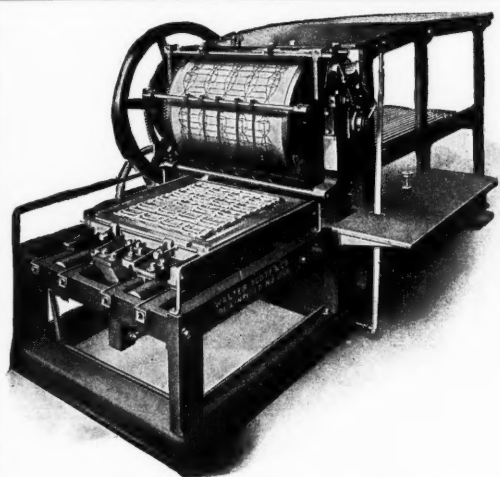


All the Lithographic World Knows

that the Scott Rotary Offset Press with Patented Pile Delivery is the one dependable machine for turning out the finest quality of color or commercial work.

Every Offset Pressman and Helper

sing the praises of the latest improved Scott Offset Press equipped with this delivery which enables them to produce the maximum amount of perfect printed sheets in a given time. If interested will send you our Lithographic Press Catalogue.



Scott High Speed Cutting and Creasing Press

Walter Scott & Company

Main Office and Factory

Plainfield, New Jersey, U. S. A.

New York Office, 1457 Broadway
Chicago Office, 1441 Monadnock Block

Cable Address "Waltscott" New York
Codes used Bentley, A B C and our own



The Home of *Challenge creations* For Printers

MACHINES

Lee Two-Revolution Press
The Moderate-Priced, All-Around Money Maker

Stonemetz Two-Revolution Presses
Printed-Side-Up Delivery

Diamond Power Paper Cutters
In 30, 32 and 34 inch Sizes

Diamond Combination Lever and Power Paper Cutters
In 30, 32 and 34 inch Sizes

Diamond Lever Paper Cutters
In 30, 32 and 34 inch Sizes

Advance Lever Paper Cutters
In Six Sizes, 16 to 33 inches

Hoerner Combination Shute-Board and Type-High Machine

Mercantile Addressing Machine
Foot Power; uses type or linotype addresses

Challenge Proof Presses
In Two Styles and Seven Sizes

UTILITIES

McGreal Combination Chases
Lengths 4 to 62¾ inches, with or without cross-bars

Challenge Mammoth Iron Furniture
From 15 x 15 to 60 x 120 Picas

Challenge Labor-Saving Iron Furniture
The Strongest Iron Furniture Made

Challenge Plate-Mounting Equipment
Sectional Blocks, Bases, Hooks, Catches, Etc.

Challenge Newspaper Bases

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In Many Styles

Challenge Type-High Gauges
In Many Styles

Challenge "Rigid Rim" and "Pressed Steel" Galleys

In All Job, News and Mailing Sizes

Challenge Galley Storage Systems

In Use Wherever Printing is Done

Sold and Guaranteed by All Dealers in Printers' Supplies—Send for Circulars.

**THE CHALLENGE
MACHINERY CO.**

Challenge creations
for Printers

MAIN OFFICE AND FACTORY
Grand Haven, Mich., U. S. A.

CHICAGO
124 S. Wells Street

NEW YORK
71 West 23d Street

At last - a lift truck without a hydraulic check!

The Eleveyor's mechanical simplicity makes it a revelation in truck construction.

Lift trucks with hydraulic checks always have given more or less uncertain service.

Users simply cannot be depended upon to keep them adjusted to meet changing conditions of temperature and load.

The positive lifting and lowering device of the Eleveyor absolutely is effective, yet so simple it *can't* get out of order.

The Eleveyor is the *first* lift truck *without* a hydraulic check to have given unremittingly satisfactory service in the big industrial plants!

Other improvements in the Eleveyor are: the three-inch elevation; the four-point suspension—a wheel always under every corner; a shorter turning radius caused by the maximum swivel casters which form the two front wheels.

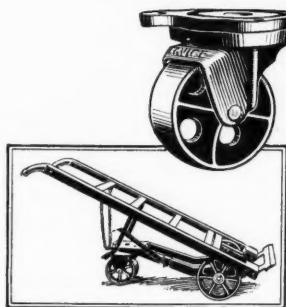
The Eleveyor trucking system has cut handling costs and increased efficiency in countless factories.

Let us show you where it will do the same for yours.

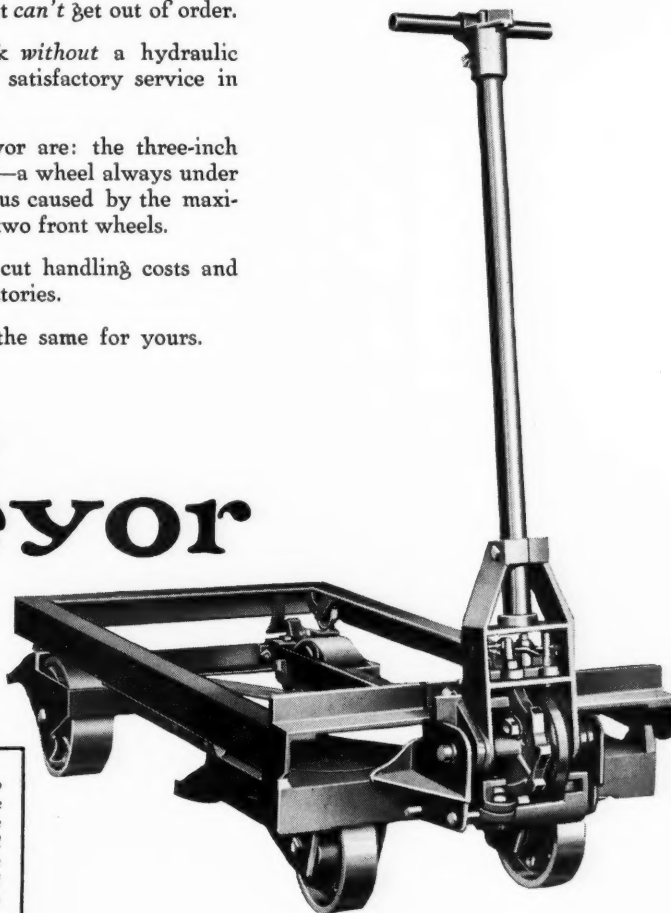
Using Service Equipment:

The Palmolive Co.
Wilson & Co.
The Mitchell Motor Car Co.
H. W. Johns-Manville Co.
Kissel Motor Car Co.
Morris and Co.
Sears, Roebuck and Co.
Western Electric Co.

THE Service **Eleveyor**



It will pay you to investigate the merits of Service swivel casters (ball bearing) and the Service Tri-Wheel truck. Literature and prices on request.

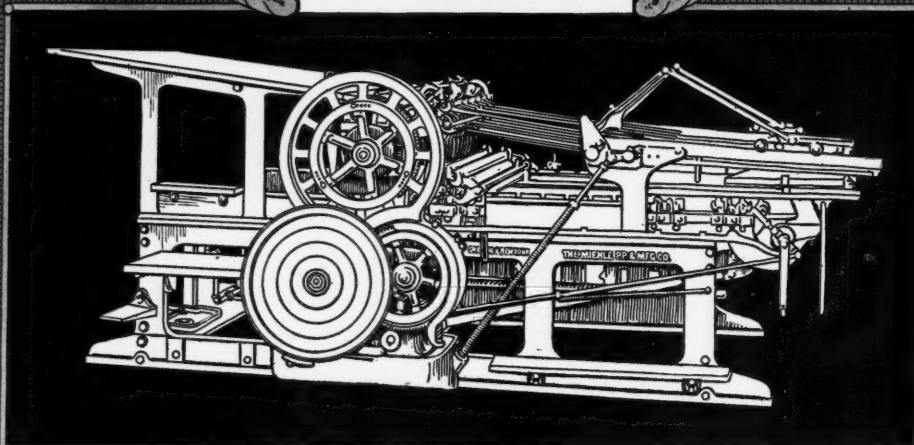


SALES OFFICE
TRANSPORTATION BLDG.
CHICAGO, ILL.

THE Service
CASTER & TRUCK CO.
FACTORY AND GENERAL OFFICES
KANSAS CITY, MO.

SALES REPRESENTATIVES
IN PRINCIPAL CITIES

The Miehle



SURE

PRINTERS buy the Miehle as an investment. They know it has an established value.

They buy it because, in the case of the Miehle, they may be sure of its performance; sure of freedom from trouble; sure of every quality which makes a cylinder press desirable, both as a money-earner and a press which, because of its extreme simplicity and convenience, is popular with their employees.

MIEHLE PRINTING PRESS & MFG. CO.

Principal Office: Fourteenth and Robey Streets, Chicago

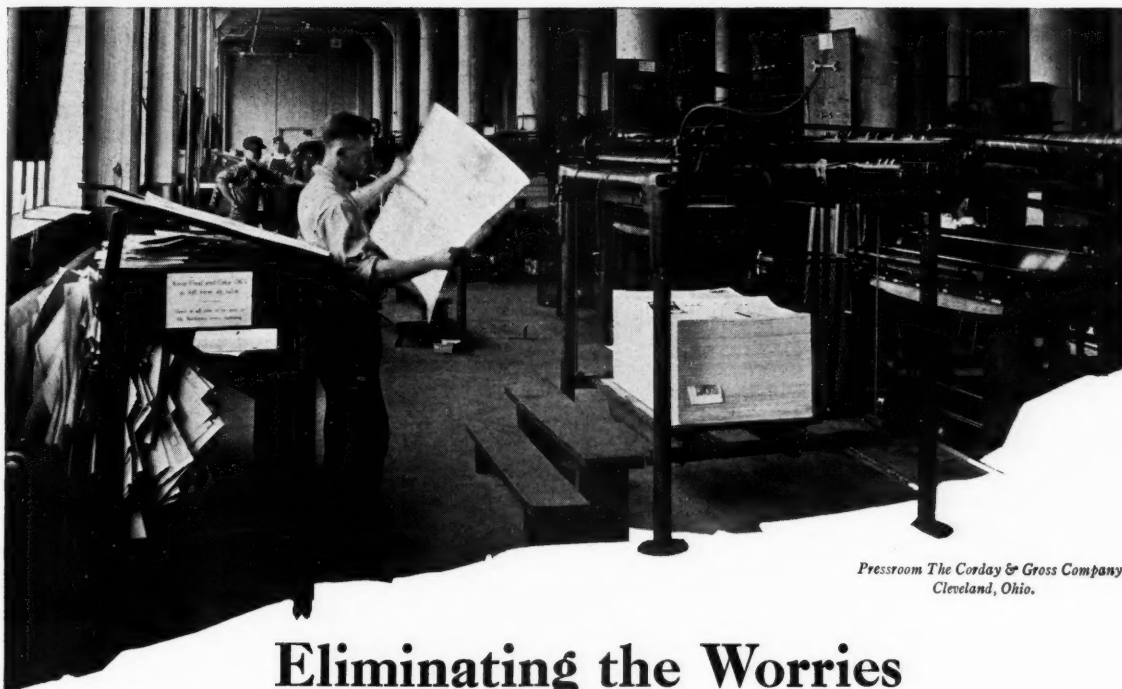
Sales Offices in the United States

CHICAGO, ILL., 1218 Monadnock Bldg.
NEW YORK, N.Y., 2840 Woolworth Bldg.
ATLANTA, GA., Dodson Printers Supply Co.

PHILADELPHIA, PA., Commonwealth Trust Bldg.
DALLAS, TEX., 611 Deere Bldg.

BOSTON, MASS., 176 Federal St.
SAN FRANCISCO, CAL., 693 Mission St.
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YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED



*Pressroom The Corday & Gross Company
Cleveland, Ohio.*

Eliminating the Worries of the Pressroom

- Static Electricity—Offset
- Slip Sheeting —Spoilage
- Low Production

The Johnson Perfection Burner *will* eliminate these troubles and *will* produce more work at a higher speed rate.

The best way to assure yourself of these facts is to write to your dealer or to us direct for further data today.

JOHNSON PERFECTION BURNER COMPANY
2187 EAST SECOND STREET
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Sales Offices

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San Francisco, Wm. Griswold, Rep.

Pittsburg, Wm. P. Gregg, Rep.
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Johnson Perfection Burner

LESS SPOILAGE AND MORE SPEED

Please Mention THE INLAND PRINTER When Writing to Advertisers.



1730

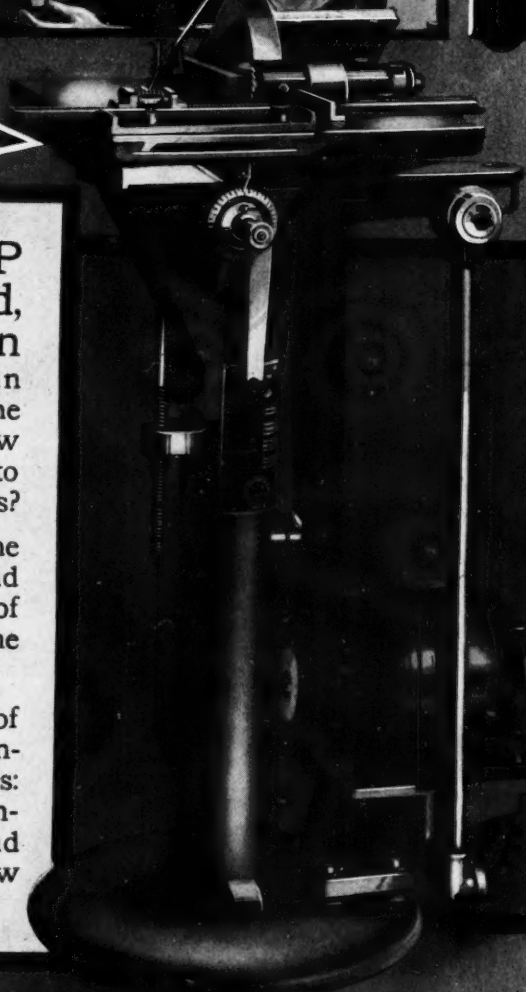
1920



IS YOUR SHOP
 better equipped,
 judged by modern
 standards, than Benjamin
 Franklin's was, when he
 had to borrow a buck-saw
 and try-square in order to
 justify his type and cuts?

IF your shop is abreast the
 times, all your cutting and
 trimming is taken care of
 by a precision machine, the
MILLER Saw-Trimmer.

IT is the only machine of
 its kind in which are com-
 bined the essential features:
 Accuracy, Simplicity, Con-
 venience, Versatility and
 Durability. Write for new
 descriptive catalog.



MILLER SAW-TRIMMER CO.
PITTSBURGH, PA.

ATLANTA - BOSTON - CHICAGO - DALLAS - NEW YORK
 PHILADELPHIA - SAN FRANCISCO

ZIRK

THE STORAGE PROBLEM

presents no difficulties to the modern printer whose plant is equipped the "Hamilton" way. Illustration hereon is of our Unit Galley Cabinet No. 657 (capacity 100 galleys, 8 $\frac{3}{4}$ x 13). Each cabinet supplied with symbol letter and all galley openings numbered. Made in both steel and wood, and for various sizes of galleys. A real example of composing room economy

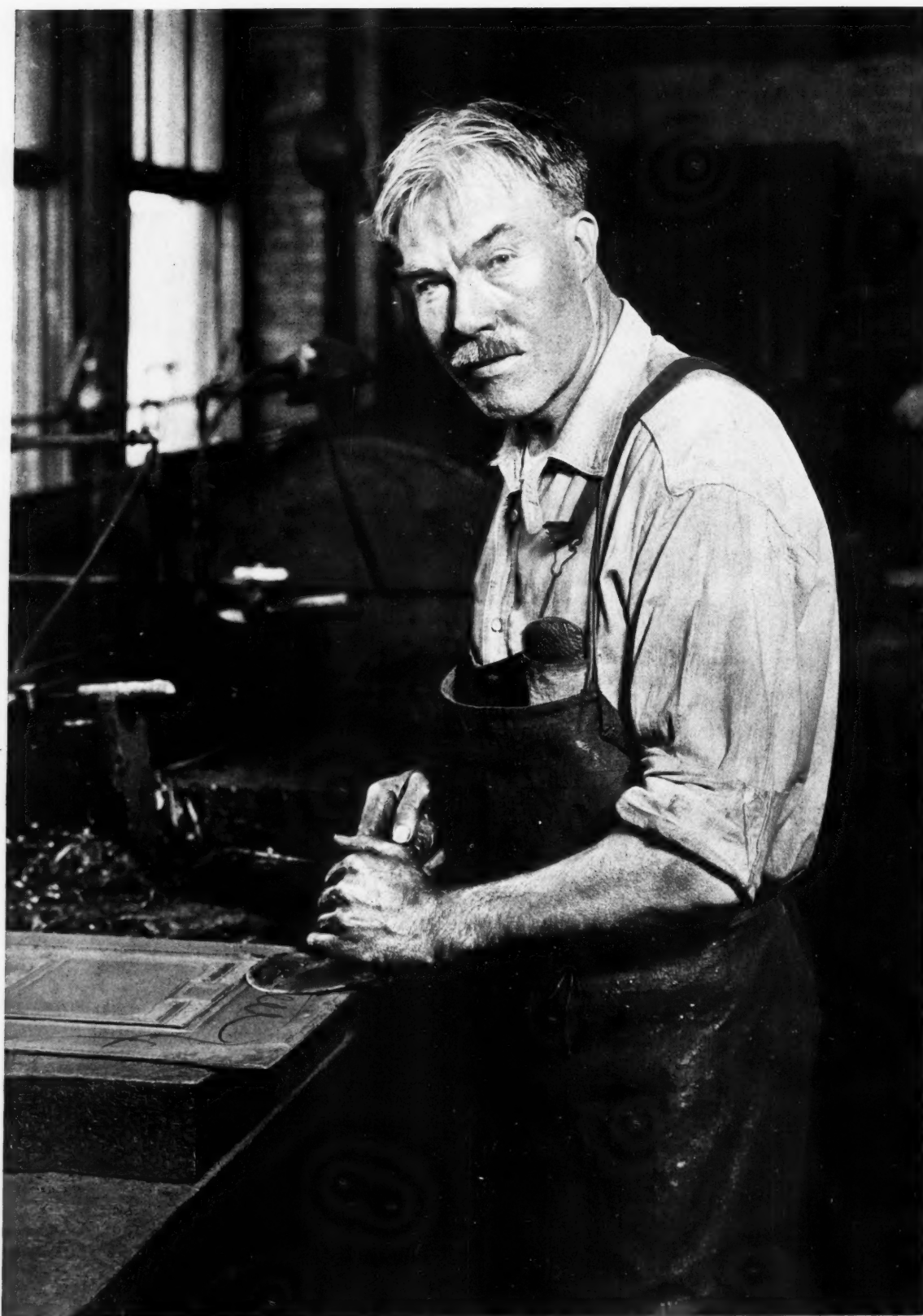
Write for details

Manufactured by

The Hamilton Manufacturing Company

TWO RIVERS, WISCONSIN
Eastern House, RAHWAY, N. J.

Hamilton Goods are For Sale by All Prominent Type Founders and Dealers Everywhere



RICHARD YOUNG, D. S., R. B. S., 1920

Does he look the part? We'll say he does—and *acts* it too

RICHARD



YOUNG, D. S.

*Distinguished Service Man
Royal Builder Specialist*

THOSE CITATIONS, D. S., R. B. S., which we have conferred on "Dick" Young—Distinguished Service, Royal Builder Specialist—belong to him by right of his record with Royal.

He came with us in 1910—a journeyman electrotypist who had served his apprenticeship elsewhere and worked in all departments of the business. But at the Royal Plant he soon became a specialist at the building bench.

Specialization is the common tendency at the Royal Plant, both with the Company and the men. The Company specializes on the duplication of high-class work, while the men specialize on the different operations necessary to the production of this work.

So "Dick" is a "builder." He takes the wax mould "cases" and prepares them for the deposition tanks. His work and *his* skill are very important factors, for it would never do to let a wax impression go straight to the electric bath. Wax does funny things under pressure, and Dick knows just where to correct the mould as it comes from the moulding press—by cutting down the surplus wax or by building up the low spaces and thus equalizing the surface so that it will deliver a good "shell" for final finishing.

To summarize *his* ideas of the value of Royal efficiency—he says that if he should tell a fellow "builder" from some other foundry the total number of "cases" that pass through his department in the course of a week, he would undoubtedly be placed in the Ananias class. Such speed of production is beyond the experience or imagination of the outside workman. But Dick is modest. He does not credit himself with this speed so much as he does the Royal System of Coöperation—one department with the other—and also the coöperation of customers who see to it that their forms are properly locked up, with high spaces and quads. But whether he credits himself or not, *we know* that Dick is *there* and our customers will know it too, when they glance at his working portrait.

Royal Electrotpe Company
Philadelphia

Member International Association of Electrotypers

The Fabrikoid process
adds beauty and long life to fabrics;
some heavy and rugged, others dainty
as linen — all pliable, scuff-proof,
stain-proof and water-proof.

**DU PONT
FABRIKOID**



... for every type of book
there is a Fabrikoid

—for the books which are your companions, in an hour by the fireside; for those you use daily in the office or in the field; for the handsome bindings which make your library a thing of pride.

There is a type of Fabrikoid for every purpose —but all have the distinctive Fabrikoid qualities. Finger-marks will not show; even an ink-stain may be washed off easily. For wear, nothing can surpass Fabrikoid.

A sample, large enough to bind a book, will be sent for the asking. Just mention kind desired. Write.

Branch Offices

21 E. 40th Street . . . New York City
Dime Bank Building . . . Detroit, Mich.
Gugle Building . . . Columbus, Ohio
McCormick Building . . . Chicago, Ill.
Merchants Bank Building . . . Indianapolis, Ind.
Harvey Building . . . Boston, Mass.
Chronicle Building, . . . San Francisco, Cal.

Plant: Newburgh, N. Y.

DU PONT FABRIKOID CO.
WILMINGTON, DELAWARE

F A B R I K O I D

When a Pressman Needs a Friend

A Pressman needs a friend mighty often. He's up against some tough problems.

Take printing ink, for instance. This delicate chemical compound is very sensitive to cold. And winter's coming on. Every morning, even after the pressroom has been heated for hours, the presses hold their chill. The ink lying in the cold fountain and on the steel feed rollers, is heavy and full of tack. If run in that condition, it will pick and mottle.

That's just one of the many times when a pressman needs a friend, and REDUCOL is the very friend he needs.



Reducol is GUARANTEED to stop picking and mottling, to give you 15% to 50% better distribution, and to have absolutely no harmful effects. Although neither a dryer nor a non-dryer, it has a marked tendency to cut down slipsheeting and offset.

Reducol is used by leading pressmen everywhere. Ask them—or better still, try it at our risk. Order 5 or 10 lbs. and use it 30 days. If Reducol doesn't make good on every claim made for it, our charge will be cancelled.

INDIANA CHEMICAL & MANUFACTURING CO.

DEPT. I-11, 135 SOUTH EAST STREET, INDIANAPOLIS, IND., U. S. A.

23-25 East 26th St., New York City
PACIFIC COAST AGENTS: Geo. Russell Reed Co.
San Francisco, Seattle, Portland

608 South Dearborn St., Chicago
CANADIAN AGENTS: Manton Brothers
Toronto, Montreal, Winnipeg



The MAYFLOWER

Copyright, Sigmund Ullman Co.

Designed by C. A. Gardiner

SIGMUND ULLMAN COMPANY
NEWYORK PIONEER PRINTING INK MANUFACTURERS CHICAGO



OAK LEAF CHALK OVERLAY

EVERY PRINTER
AND
EVERY PRESSMAN IN AMERICA
should be familiar with the
Chalk Overlay Process



ABOUT FOUR PRINTERS OUT OF
EVERY FIVE
should be constant users



THIS IS
YOUR OPPORTUNITY



OAK LEAF OVERLAY DEPARTMENT
A. M. COLLINS MANUFACTURING CO.
226-240 COLUMBIA AVENUE
PHILADELPHIA, U. S. A.



A large, detailed illustration of an oak leaf overlay, showing the intricate vein structure and serrated edges of the leaves. The illustration is framed by a decorative border. The title 'OAK LEAF CHALK OVERLAY' is written in a banner across the top of the illustration.

OAK LEAF CHALK OVERLAY

Save Money

An Oak Leaf Overlay can be completed in less than half an hour—

And several overlays can be made at the same time.

Better Overlays

Each minute detail of the cut—a small button, a curl of hair, a tip of a shoe—is sharply and accurately defined.

It is a mechanically perfect reproduction of the high-lights and shadows of the cut—no human skill can approach it.

*Simple and inexpensive
You need it*

OAK LEAF OVERLAY DEPARTMENT
A. M. COLLINS MANUFACTURING CO.
226-240 COLUMBIA AVENUE
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OAK LEAF CHALK OVERLAY

An American Product

Sold without restriction or contract.

Used constantly by the largest printers in the country, and by hundreds of small plants—with equal success.

It is a fact that you are not doing the best work you are capable of if you are not using this process.

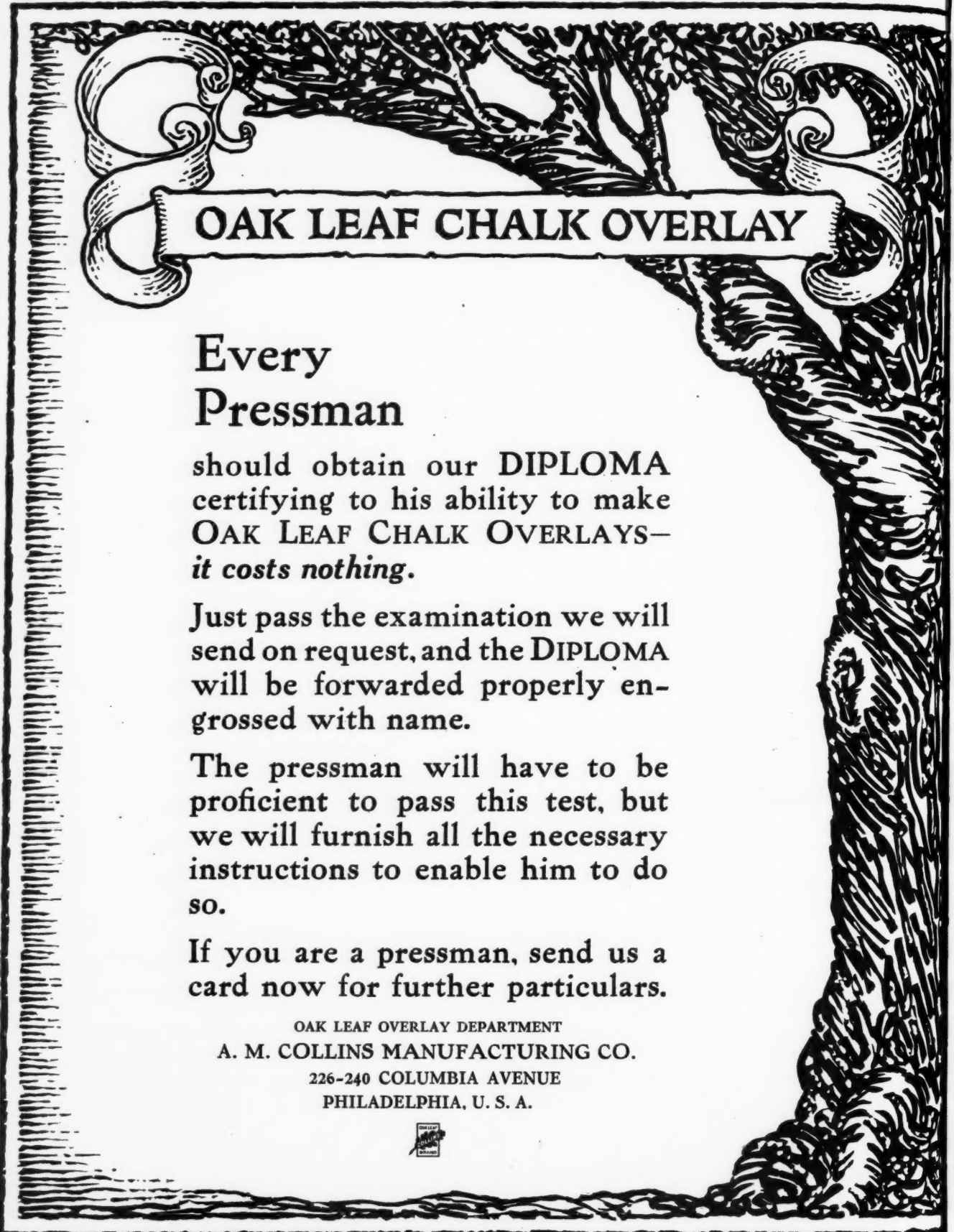
Write us now for full particulars regarding installation, cost, and instruction.

We issue a Diploma to all Pressmen who pass our special examination—get particulars of this.

Address your Post Card

OAK LEAF OVERLAY DEPARTMENT
A. M. COLLINS MANUFACTURING CO.
226-240 COLUMBIA AVENUE
PHILADELPHIA, U. S. A.



A decorative border made of oak leaves and branches frames the entire advertisement. A banner is draped across the top, holding the title.

OAK LEAF CHALK OVERLAY

Every Pressman

should obtain our DIPLOMA
certifying to his ability to make
OAK LEAF CHALK OVERLAYS—
it costs nothing.

Just pass the examination we will
send on request, and the DIPLOMA
will be forwarded properly en-
grossed with name.

The pressman will have to be
proficient to pass this test, but
we will furnish all the necessary
instructions to enable him to do
so.

If you are a pressman, send us a
card now for further particulars.

OAK LEAF OVERLAY DEPARTMENT
A. M. COLLINS MANUFACTURING CO.
226-240 COLUMBIA AVENUE
PHILADELPHIA, U. S. A.





Do you Quickdry your Ink?

UTILITY HEATERS stop offset

Forms can be backed up immediately
Printed sheets pile accurately, because demagnetized
Work can go to the paper cutter at once

THE printer who thinks he can not afford to buy Gas Heaters is asked to study the following. You can no longer afford to use home-made heaters, nor do electric neutralizers effect as great a saving.

BALANCE SHEET OF A UTILITY HEATER In a Busy Printing Office

ANNUAL COSTS

Interest on \$75, one year, . . .	\$ 4.50
Depreciation, 15%,	11.25
Gas, 1100 hours at 1¾ cents, . . .	19.25
Total, \$35.00	

ANNUAL SAVINGS

200 hours' slipsheeting saved, at \$1,	\$200.00
Saving in paper spoilage by offset,	150.00
Saving through perfect jogging,	100.00
Saving through prompt cutting,	50.00
Saving through immediate backing up,	50.00
Value improved quality of work,	100.00
10% increase of press speed for 700 hours at 30 cents an hour,	\$210.00
Total Savings,	\$860.00
Total Costs	35.00
Total Economy, \$825.00	

It is obvious that these savings will vary with every office and press, but they are all there in some quantity. Write for interesting Sheet "D" and secure details.

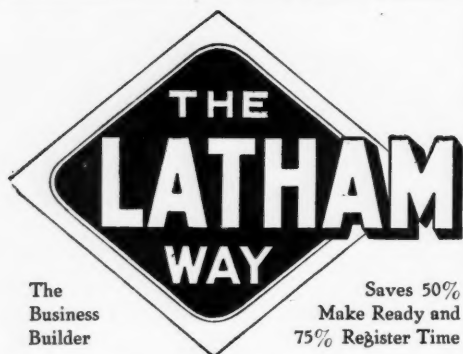
Enquire about the Utility Sheet Straighteners

They permit much increased speed on fly delivery presses. A large sheet of Bible paper can be printed, slit and piled straight at 1800 an hour. Write for "E" sheet.

UTILITY HEATER COMPANY, Inc.

Main Office and Factory, 239 Centre St., New York

Sold in Chicago by Latham Automatic Reg. Co., 608 S. Dearborn Street



Good Tools Better Work More Production

WHAT WE SELL

Note:

Keep this page
for reference,
or write today
for detailed in-
formation.

Latham Plate Mounting and Registering System for color, book, catalogue and label printing.

Hancock Perfecting Lineup Machine.

Mashek Form Trucks.

Gas Burners for Cylinder and Kelly Presses.

Rouse Paper Lifts.

Iron Furniture.

Steel Interlocking Furniture.

Riebe Quoins, Keys and Guides.

Electric Welded Steel Chases.

Superior Chase Locks for Cylinder Presses.

Rouse Roller Cooling Fans for Miehle Presses.

Wesel Diagonal Groove Final Bases and Hooks.

Potter and Poco Proof Presses.

Slauson Cylinder Press Locks.

Morgans & Wilcox Job Locks.

Cylinder Press Seats.

Page Fountain Dividers.

Rubber Roller Truck for Job Presses.

Rouse Mitering Machines.

Rouse Tympan Holders for Pressroom.

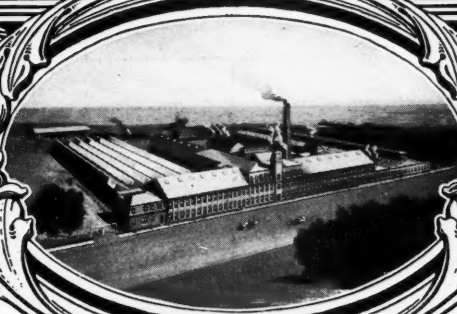
Shute Planes for Beveling and Undercutting
Patent Plates.

Hoerner Combination Shute Board and Type-
high Machine.

Latham Automatic Registering Company

608 South Dearborn Street, Chicago, Ill.

170 5th Avenue, New York



THE No. 43 OPTIMUS

WITH GEARED CUTTING AND PERFORATING ATTACHMENT

The most popular 25 x 38 sheet press in the world, because it is a perfect combination of "pony" and "big" press.

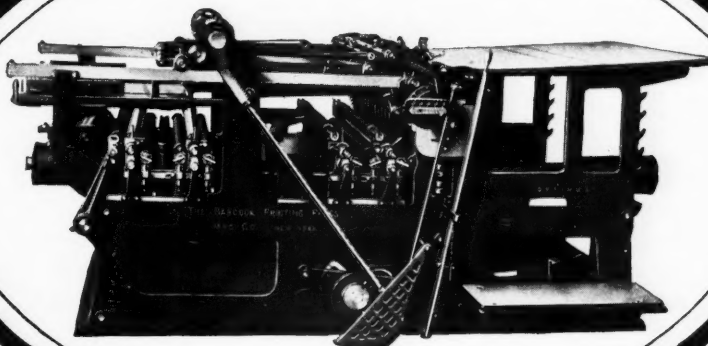
Originally designed for plants using one or two cylinder presses, it has become the leading money maker in plants using many cylinders.

Write for the No. 43 Booklet

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY

MAIN OFFICE AND FACTORY: NEW LONDON, CONN. NEW YORK OFFICE: 38 PARK ROW

Barnhart Bros. & Spindler, *General Western Agents*, Chicago, St. Louis, Dallas, Kansas City, Omaha, St. Paul and Seattle. Miller & Richard, *General Agents for Canada*, Toronto, Ont., and Winnipeg, Man. John Haddon & Company, *Agents*, London. E. C. Gordon & Gotch, *General Agents for Australia*. National Paper & Type Co., *General Agents for Mexico, Central America and South America*. Lettergieterij "Amsterdam", *General Agents for Holland, Belgium and the Dutch Possessions*. Hansen & Skotvedt, *General Agents for Norway*. Karl M. Gronberg, *Agent for Sweden*. F. L. Bie, *Agent for Denmark*.

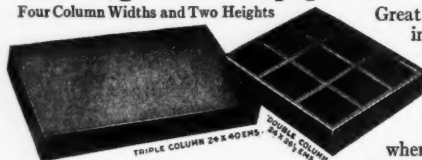


BABCOCK

"Challenge Creations" for Printers

Challenge Cast Newspaper and Stereotype Bases

Four Column Widths and Two Heights



Great time-savers in the handling of unmounted electros, halftones and zincs

when stereotyping. No hooks or catches are necessary. Plates are simply laid on top when ready to stereotype. Accurately ground to height .759 or .853. The .759 height will work with the standard patent block base. Made in standard one, two, three or four column widths 3 to 36 em lengths and in labor saving sizes from 3x5 to 10x25 ems pica.



Mercantile Addressing Machine

Speed is limited only by skill of operator

A boy or girl can run it

No chance for errors

Foot Power

Especially adapted to newspaper, periodical and envelope addressing. Prints the address directly on the paper, wrapper or envelope. Uses any size of type, monotype or linotype slugs. Galleys hold from 50 to 100 or more addresses, according to size of type used. Operator has both hands free for feeding. Postmasters approve it.

SEND FOR CIRCULAR AND PRICE

Challenge Proof Press (The "Old Favorite")



Made in two styles (with or without Iron Stand) and seven sizes. Built to give the best possible lasting service. The roller is extra heavy and makes only one revolution from end to end of bed. Roller covered with best quality felt blanket.

Challenge Labor-Saving Iron Furniture

The Strongest Iron Furniture Made

Made from highest grade fine-grained castings, micro-ground to point system accuracy. Note the cross-braces, giving extra strength and finger-hold. Each piece has holes for drainage.



Size on Every Piece

Send for Circulars on above and other "Challenge Creations." Sold by All Dealers in Printers' Supplies

The Challenge Machinery Company Main Office and Factory, Grand Haven, Michigan
Chicago, 124 S. Wells St. New York, 71 W. 23d St.

You Get Dependable Machinery When You Buy Monitors

MONITOR MACHINERY

Wire Stitchers
All Sizes

Perforators
Various Sizes and Styles

Punching Machines
Multiplex and Duplex

Numbering and Paging

Creasing and Scoring

Embossers

MONITOR MACHINES are built to endure. Designed right, built from the best material and with the highest grade of workmanship, they can always be depended upon to produce the work most efficiently.

Changing design shows uncertain standards—the change is usually made to bring about a quick, productive selling campaign or to produce something at low manufacturing cost without any regard to durability. When quality is secondary, up-keep is high, efficiency low and resale almost impossible.

MONITOR MACHINERY

Delivers more work; loses less time through breakdowns; costs less to operate and maintain; lasts longer, depreciates less and commands a higher trade and resale value.

LATHAM MACHINERY COMPANY

NEW YORK

CHICAGO

BOSTON

Specify AMERICAN when ordering

SKIPPING WHEELS *can be inserted in* American Numbering Machines

Enabling you to print checks or other numbered forms two or more on a page. With the American Model 30 or 31 it is necessary only to insert a skipping unit wheel, skipping the desired number. Write for information and we will show you how.

A layout of jobs "2," "3," "4," and "5" on is shown below

JOB 2 ON
SkipWheels
Skipping 2

No. 1
No. 2

JOB 3 ON
SkipWheels
Skipping 3

No. 1
No. 2
No. 3

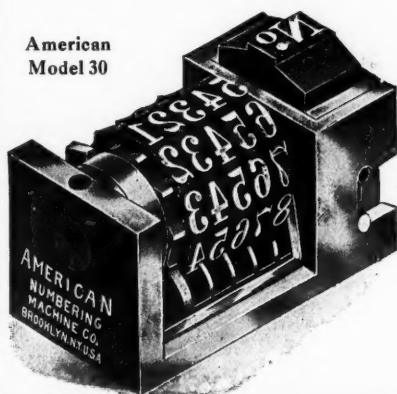
JOB 5 ON
SkipWheels
Skipping 5

No. 1
No. 2
No. 3
No. 4
No. 5

JOB 4 ON
SkipWheels
Skipping 4

No. 1
No. 2
No. 3
No. 4

American
Model 30



AMERICAN Models 30 and 31 *World-Standard Type-High Numbering Machines*

In stock and for sale
by dealers everywhere

AMERICAN NUMBERING MACHINE CO.

Brooklyn, N. Y. . . 220-230 Shepherd Avenue
Chicago, Ill. . . . 123 West Madison Street

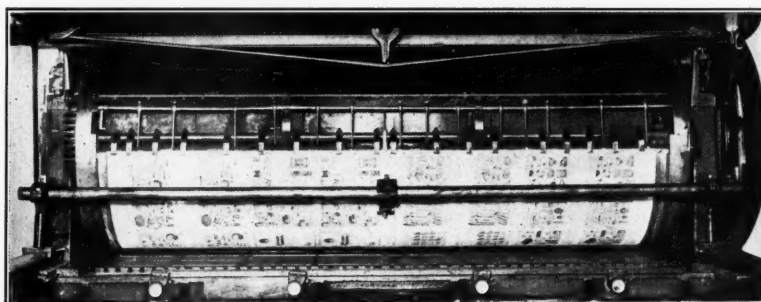
Specify AMERICAN when ordering

Anything from Onion Skin to Cardboard

can be run on

The HOFF Combination SLITTER and PERFORATOR

*—a necessity
for accurate
folding machine
work.*



WHEN you do slitting or perforating on your cylinder press there is only one *perfect* way—have the sheet under *control*. Use the Hoff Combination Slitter and Perforator Attachment. The *grippers* hold the sheet while it does the work.

Practical experience has taught us that when the sheet leaves the GRIPPERS its control is lost. Rubber wheels or anything else CAN NOT guide the sheet when once it is released from the GRIPPERS.

By using our attachment you get an accurate and PERFECT cut or perforation. As many extra slitter or perforator blades can be used as the job may require.

**—name the press;
we'll do the rest.**

Write today.

Leslie D. Hoff Manufacturing Company

Office: 36 YATES AVENUE

NEWARK, NEW JERSEY

Or Any Dealer in "Printers'" Supplies



SOME accountants know exactly what their accounting systems demand in the way of recording forms, others have only a general idea of the proper rulings for their bookkeeping departments. In either case a brief examination of the National "Good Forms" pamphlet will quickly identify the proper items and locate them in the regular National Catalogs.

BY sending for one of these National "Finding Lists" you will greatly conserve the time of yourself and your stationer. Keep this booklet in your desk drawer; select your requirements at your leisure and order by number from your local dealer. Every buyer of blank books and loose leaf devices should have a "Good Forms" folder in his possession.

Send for a free copy of "GOOD FORMS FOR RECORD MAKING" showing hundreds of ready ruled and printed forms for accounting.

NATIONAL BLANK BOOK COMPANY, 30 RIVERSIDE, HOLYOKE, MASS.

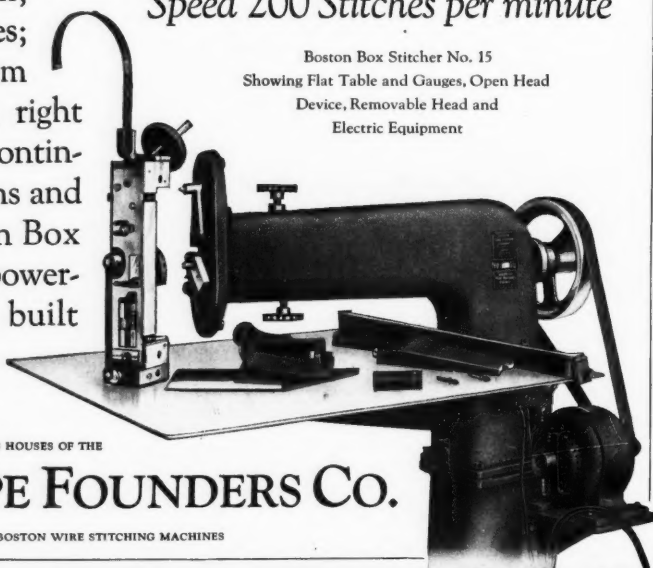
BOSTON Box Stitcher No. 15

FOR FOLDING PAPER BOXES, CARTONS AND FIBRE SHIPPING CONTAINERS

¶ Capacity, one-half inch; table measures 30x32 inches; ribbon wire up to No.23; arm twenty-four inches long; right angle and parallel stitch; continuous feed device for cartons and containers. ¶ The Boston Box Stitcher No. 15 is a heavy, powerful machine, splendidly built and guaranteed by the manufacturer.

Speed 200 Stitches per minute

Boston Box Stitcher No. 15
Showing Flat Table and Gauges, Open Head
Device, Removable Head and
Electric Equipment

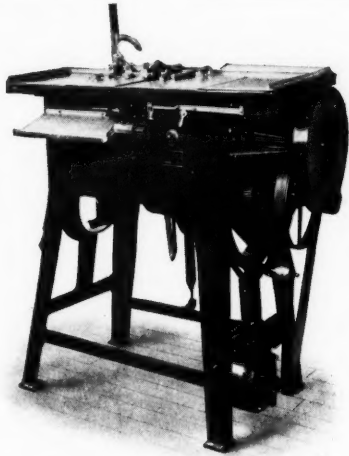


FOR SALE AT ALL SELLING HOUSES OF THE

AMERICAN TYPE FOUNDERS Co.

GENERAL SELLING AGENT FOR BOSTON WIRE STITCHING MACHINES

SET IN MEMBERS OF THE GOUDY FAMILY



The Ludlow Typograph

Display Composition 8 to 60 point
without mold or machine change

PRINTERS AND PUBLISHERS
have found, either from actual experience or impartial investigation, that the Ludlow is not only the fastest and most economical system for display composition, but also that it speeds up every other operation from copy to printed job.

Ludlow Typograph Company

General Office and Factory: 2032 Clybourn Avenue, Chicago
Eastern Office: 606 World Building, New York

THE LUDLOW

A Complete System for DISPLAY Composition

Set in Ludlowtype Series

Note Perfectly Designed Characters and Full-Kerning Italics

A New One for You—

THE WESEL CAMERA

is the latest addition to the gallery equipment family. It has splendid features, and is ready in standard sizes for immediate delivery.

Tell us who you are so you'll be sure to get a copy of our fine description catalog as soon as it is off the press.

MACHINERY and SUPPLIES for Photo-Engravers, Electrotypers, Stereotypers and Printers.



F. WESEL MANUFACTURING CO.

Home Office, 72-80 Cranberry St., Brooklyn, N. Y.

Please mention The Inland Printer

*The Aristocrat of the Business
Man's Desk!*

CASTLE BOND

It Prints Well

CLEMENTS PAPER COMPANY

Paper for Printers Exclusively
NASHVILLE, TENNESSEE

**BLOMGREN
BROS. & CO**

ESTABLISHED 1875

DESIGNERS
ENGRAVERS
ELECTROTYPERS
NICKEL TYPERS
LEAD MOULD
PROCESS

**512 SHERMAN ST.
CHICAGO**



**Carey
EZOLA** TREADS
AND MATS

Women Workers Appreciate Them

Most women who have to work standing a good part of the time on uncovered floors tire out and become less efficient toward the end of the day. Foot troubles, colds and other serious ailments result.

In printing establishments and factories where Ezola is used the sick list is cut down and the output per person boosted considerably. These springy mats lessen fatigue and are cold proof and damp proof. They increase contentment and increase output. Write

The Philip Carey Co.

516-532 Wayne Avenue,
Lockland, Cincinnati, Ohio

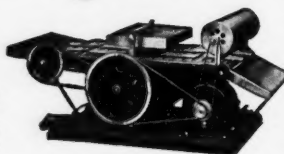


**The Do-More Automatic
Process Embosser**

Printing and Embossing

with
**IMPROVED
MACHINES**

that will save you
money and increase the
quality and quantity
of your printing prod-
ucts.



The Typo-Embosser

The Typo-Embosser is Our Improved Process Embossing Machine.

With double heater will take any size of stock up to 12 inches wide.

Write for our booklet No. 10 today.

Automatic Printing Devices Co.

Patentees and Manufacturers
Second and Minna St., San Francisco, Cal.

**The Automatic Card
Printing Press** has
demonstrated to many its
profitable operation on card
printing.

**The Do-More Auto-
matic Embosser**
Feeds, Powders, Embosses
and Stacks just as fast as
pressmen pull the prints off
the press.



**The Automatic
Card Printing Machine**

TERRITORY
NOW
OPEN

WRITE
FOR EXCLUSIVE
AGENCIES



The Mill Price List

Velvo-Enamel
Marquette Enamel
Sterling Enamel
Westmont Enamel
Pinnacle Extra-strong
Embossing Enamel
Westvaco Ideal Litho.
Westvaco Super
Westvaco M.F.
Westvaco Eggshell
Westvaco Text



The Westvaco Brands of the West Virginia Pulp & Paper Company are stocked and sold exclusively by the following distributors through the MILL PRICE LIST:

DETROIT . . .	The Union Paper & Twine Company
CLEVELAND . . .	The Union Paper & Twine Company
CINCINNATI . . .	The Chatfield & Woods Company
PITTSBURGH . . .	The Chatfield & Woods Company
BOSTON	The Arnold-Roberts Company
PHILADELPHIA	Lindsay Brothers, Incorporated
WASHINGTON, D.C. }	. . R. P. Andrews Paper Company
NORFOLK, VA. }	
YORK, PA. }	
CHICAGO and }	. The West Virginia Pulp & Paper Company
NEW YORK }	

Be Sure Your Name Is On the Mailing List of Our Nearest Distributor So That You Receive the Mill Price List Each Month.

This insert is not a sample of any of the papers advertised

No More TURNED CORNERS



In Your Pressroom and Bindery

TURNED CORNERS, in both pressroom and bindery are a "curse" and a big monetary loss to the printing trade. Every "home made" device has been employed to overcome TURNED CORNERS — bent card boards, rolls of paper, blocks of wood, wire contraptions, etc., but with little or no avail. Printers for generations have tried to invent something to *stop* this exasperating waste of time, waste of paper, waste of tempers, etc. At last, one succeeded — and here it is:

A NEW INVENTION THAT STOPS IT ALL

We call it the "DOUBLEFLY"—for that is just what it is, an extra fly that works in conjunction with the regular press fly, and in such a way that it comes into action just as the regular fly is completing the delivery of the sheet. It holds the sheet down in its place until the regular press fly has returned for the next sheet. Thus it *absolutely, positively, prevents* the corners of the delivered sheet from turning. Can be attached to any cylinder press. SAVES its modest cost in a few weeks' time.

Simple, isn't it? But it does the trick to perfection. That's why we can say (and prove it to you) "NO MORE TURNED CORNERS"

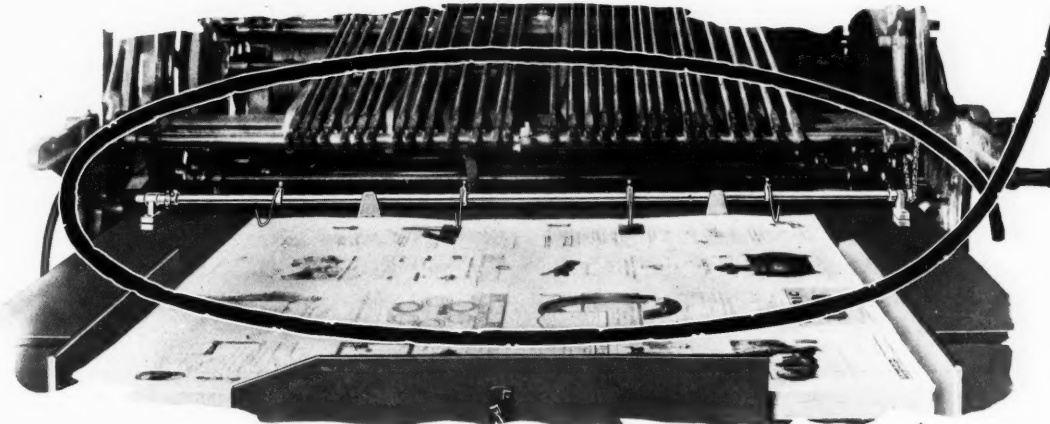
in your pressroom and bindery. Note the illustration below. See the fingers of the "DOUBLEFLY" are down on the printed sheet. They *stay there* until the regular press fly is back ready to receive another sheet from the press. When that sheet is *almost delivered* the "DOUBLEFLY" comes into play with the regular fly and holds the sheet down, while the regular fly returns. No chance for *corners to turn up*.

Why not put an end to *turned corners* in your plant. Get rid of this *exasperating*, costly trouble, especially during cold weather. Change all this waste and loss into profit and get greater daily output. Let us tell more about the "DOUBLEFLY"—what it costs to equip each press—what others say about them. You will be well repaid.

Manufactured and SOLD only by

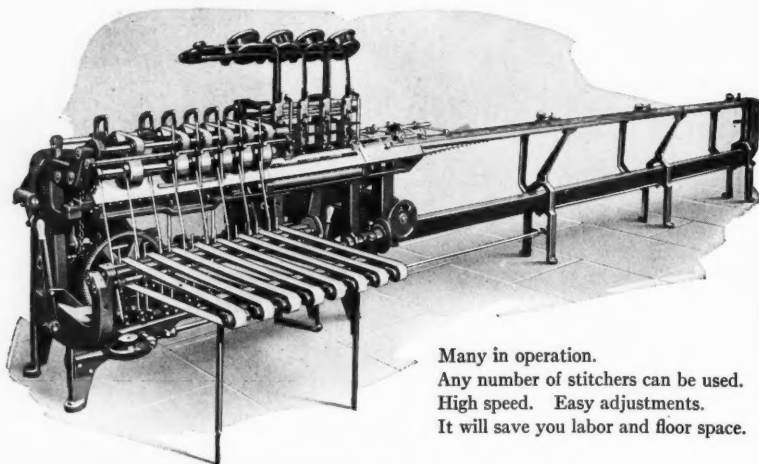
WM. A. FIELD COMPANY, 638 Federal Street, Chicago, Ill.

Manufacturers of Machinery for Printers, Electrotypes, Stereotypers and Photo Engravers



CHRISTENSEN'S *Latest Type* Stitcher- Feeding Machine

*Do not confuse this
machine with our
former machines as
this is a new design.*



Many in operation.
Any number of stitchers can be used.
High speed. Easy adjustments.
It will save you labor and floor space.

THE CHRISTENSEN MACHINE COMPANY
RACINE, WISCONSIN

Canadian Agents:
TORONTO TYPE FOUNDRY CO., Ltd., Toronto, Canada
CANADIAN-AMERICAN MACHINERY CO.,
63 Farrington Street, London, E. C.
Eastern Agents:
GEO. R. SWART & CO., Marbridge Building,
Broadway and 34th Streets, New York, N. Y.

Southern Agents:
J. H. SCHROETER & BROS.,
133-135-137 Central Avenue, Atlanta, Ga.
Chicago Office:
Room 469-71 Transportation Building,
609 South Dearborn Street, Chicago, Ill.

Fits the
Hand



MADE IN TWO
SIZES
Pints and
Quarts

A FAVORITE FROM COAST TO COAST

The "Success" Benzine Can

THIS benzine can has been on the market twenty-five years, and is still going strong. It is now made entirely of brass with all earmarks of good workmanship. In daily use in thousands of factories, tailor shops and many other industries where a handy and well made benzine container is required.

IN STOCK AT ALL SELLING HOUSES

AMERICAN TYPE FOUNDERS COMPANY

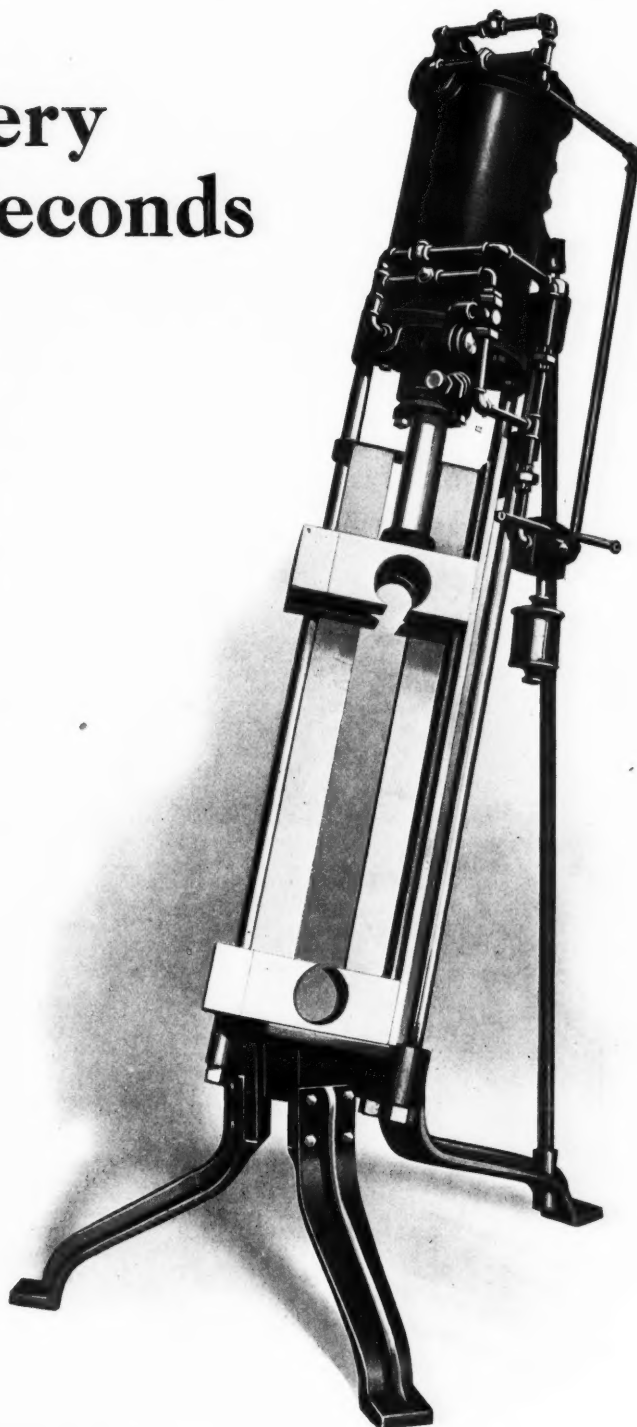
A Bundle Every Ninety Seconds

One workman, with the machine illustrated, can bundle the output of eight or even ten folding machines. Such performance this machine will give day after day with an astonishing and gratifying regularity. No pulleys, no belts, no gears—absolutely nothing to get out of order. Folders, catalogues, books, signatures are quickly and uniformly compressed into compact and handy bundles.

For complete information write for our folder, "High Pressure Bundling Machines."

A FEW USERS

Sears-Roebuck & Company
Chicago, Illinois
R. R. Donnelley & Sons Co.
Chicago, Illinois
W. F. Hall Printing Company
Chicago, Illinois
Woodward & Tiernan Printing Co.
St. Louis, Missouri
Houghton Mifflin Company
Cambridge, Massachusetts
International Text Book Company
Scranton, Pennsylvania



Special Sizes Built to Order.

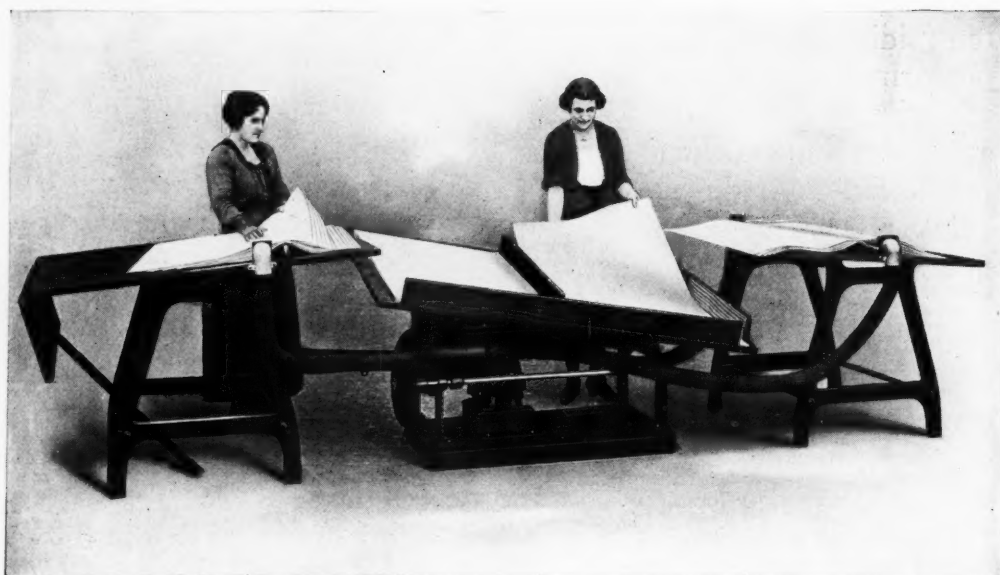
BERRY MACHINE CO.

317 North Third Street, ST. LOUIS, MO.



WE PRESENT

The Universal Jogging Machine



As a labor saver indispensable to the large printing and lithographing plant.

Does the work of three or four hand workmen and does it better.

Performs work impossible to do by hand.

Eliminates hand jogging and pays for itself in a few months.

The latest example of "SOUTHWORTH QUALITY."

Catalog on application. In writing state electric current used.

SOUTHWORTH MACHINE COMPANY

PORTLAND, MAINE, U. S. A.



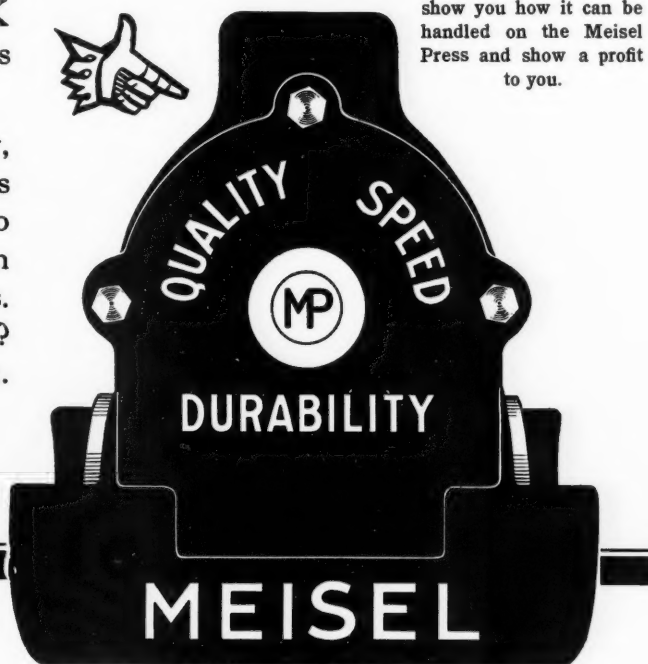
Like the Tiffany Mark on Jewelry

THE MEISEL TRADE MARK stamped on your press identifies it as a leader in its class.

Meisel presses combine quality, speed and durability—three things necessary in any press that is to deliver the maximum in production at a minimum of operating costs. Why not investigate the Meisel? An inquiry implies no obligation.

**MEISEL PRESS
MFG. COMPANY**

944-948 Dorchester Ave.
BOSTON, MASS.



Trade Mark Registered U. S. Patent Office.

Increase Production!

Install

"HORTON"

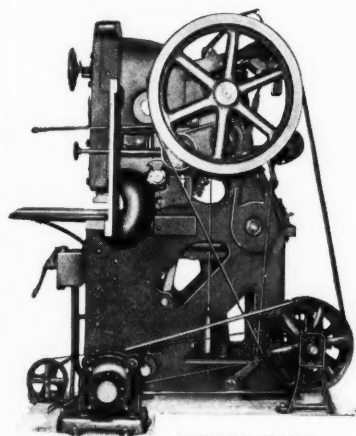
FOUR-IN-ONE DRIVE

VARIABLE SPEED PULLEYS

Save

*Time, Power, Motors,
Machines*

DRIVE SHAFT MODELS FOR SPECIAL MACHINES



COUNTER-SHAFT
TYPE

Adapted to a wide variety of machines.

Write for catalogue and particulars.

HORTON MANUFACTURING COMPANY

3008-3016 University Avenue, S. E.

Minneapolis, Minn., U. S. A.

Nickel Steel Electrotypes

Nickeltyping — Nickel steel facing, steel-typing and the making of the so called steel electrotypes are all one and the same process

The process is that of depositing pure nickel directly upon the mould. This is entirely different from nickel plating, which is depositing nickel upon the finished copper electrotypes.

For the printer's use, nickeltyping is far superior to nickel plating. Nickel is harder than copper. The surface of a nickeltypes may, by the manipulation of the bath and electric current, be made so hard as to be unworkable with even high-grade cutting tools.

It is the purpose of the electrotypist to deposit the nickel very hard, but soft enough to be workable. All nickeltyping should be hard enough to give at least twice the press life of a copper faced electrotypes. Nickel being a more homogeneous or denser metal than copper, gives a better printing surface than copper.

Nickel takes ink from the roller and gives it to the paper better than copper. Nickel is not affected, as is copper, by colored inks.

Taking into consideration all of the advantages of nickelfaced electrotypes, the members of this Association believe that it will be only a few years before electrotypes will be made exclusively by the nickeltyping method, excepting such electrotypes as are made for stereotyping and newspaper work.

If you are not acquainted with the advantages of nickeltypes

- *their longer press life*
- *their better printing surface*
- *their better ink giving qualities*
- *their non-corrosive feature*

ask your electrotypist to demonstrate to you any or all of the advantages you will get by using nickeltypes. Don't forget that you pass these advantages along to your customers in better printing.

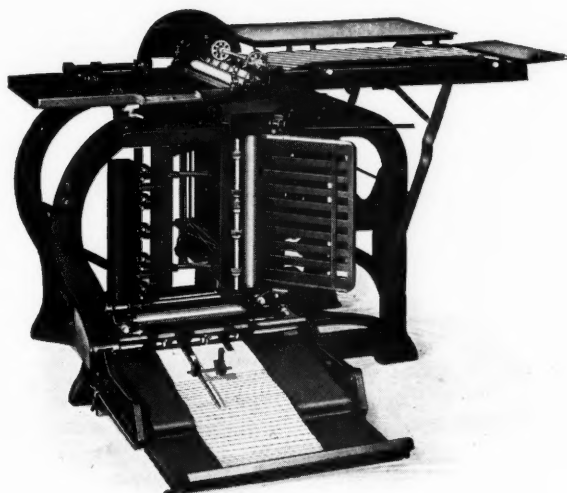
INTERNATIONAL ASSOCIATION of ELECTROTYPERS

This space contributed by American Electrotypes Company, Chicago.

The Cleveland Folder

For

Maximum Bindery Efficiency



Showing right angle delivery

The Ideal Machine for Folding

A wide range of attractive and efficient forms—191 in all, including “so-called” standards

In parallel folding the Cleveland will take a sheet as large as 26x58 and as small as 4x7

In right angle or oblong folding the Cleveland will take a sheet as large as 26x40 and as small as 8x8

Our descriptive booklet sent on request

THE CLEVELAND FOLDING MACHINE CO.

General Offices and Factory - Cleveland

New York - Aeolian Building

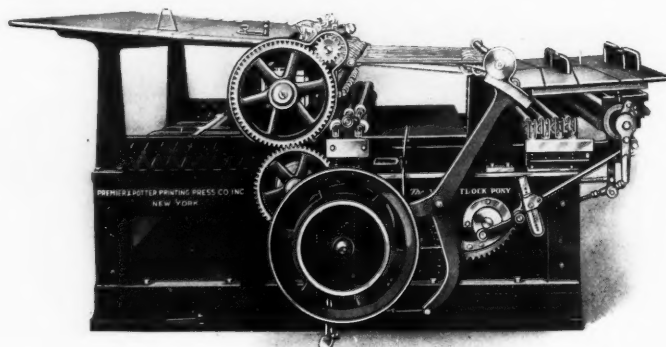
Chicago - 532 S. Clark Street

Boston - 101 Milk Street

Philadelphia - The Bourse

The WHITLOCK Two-Revolution PONY PRESS

—standard
pony press
of the
world.



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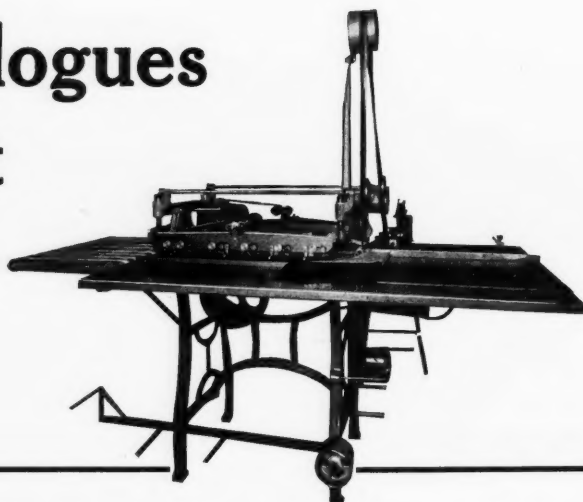
Golding Manufacturing Co.
Franklin, Massachusetts

Golding Jobbers, Paper-Cutters, Tools

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to Keep Your
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Won't
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*Why not write or
send in samples of
your complicated
stripping? We will
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make a tremen-
dous saving.*

HE will keep it without being told if it contains pertinent information in permanent form.

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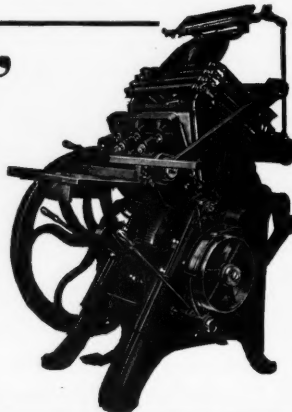
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(Unexcelled)

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Manufactured only by
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Office and Factory
EAST BRIDGEWATER, MASSACHUSETTS





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Battery
referred to below.*

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THE Edwards & Franklin Co. state in their catalog that their "growth may be ascribed largely to an undeviating adherence to quality production."

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Chandler & Price

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The Chandler & Price Co., Cleveland, Agencies in All Principal Cities



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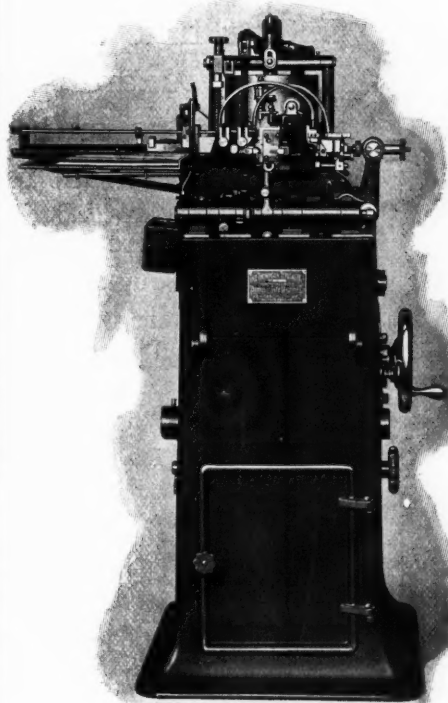
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TO BE THE BEST PROCURABLE.

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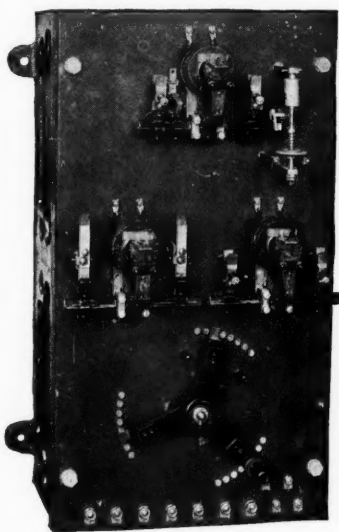


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Controller for Flat-Bed and
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SPECIFY Sprague Electric CR-6133 Controller

if you want to get on an A. C. circuit

**Widest Range of Speed
Plenty of Power at Starting
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Controller brings press up smoothly to printing speed predetermined by Foreman. Fast and slow speed obtainable from
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The controller that made operation of small rotary
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Write for Bulletin No. 242.



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Of General Electric Company



Branch Offices
in Principal Cities



VOL. 66, No. 2

NOVEMBER, 1920

The Leading Trade Journal of the World in the Printing and Allied Industries

HARRY HILLMAN, EDITOR

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PUBLISHED MONTHLY BY

THE INLAND PRINTER COMPANY

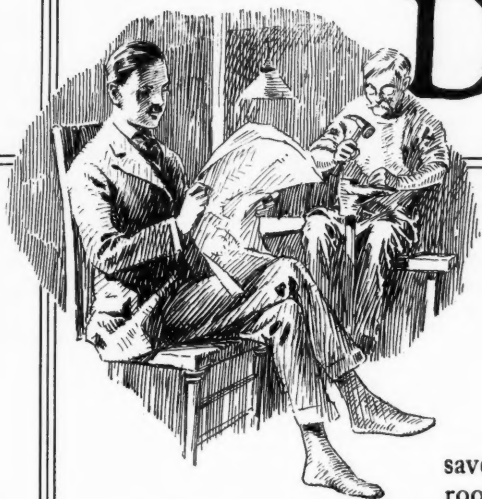
632 Sherman St., Chicago, U. S. A.
New York advertising office, 41 Park Row.

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TERMS: United States, \$4 a year in advance; Single copies, 40 cents. Canada, \$4.50 a year; Single copies, 45 cents. Foreign, \$5 a year; Single copies, 50 cents.

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Remember "One good Roller on hand is worth three on the way," and order a seasonable supply of those extra long-wearing, result-producing "Fibrous" Rollers today.

Bingham Brothers Company

(Founded 1849)

ROLLER MAKERS

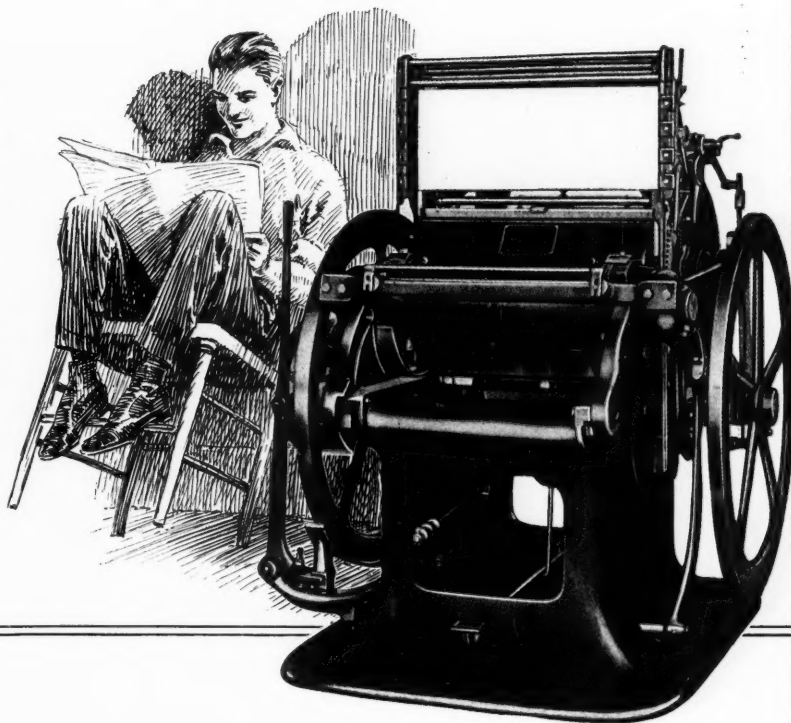
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JOHANN GUTENBERG

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LEADING TRADE JOURNAL OF THE WORLD IN THE PRINTING AND ALLIED INDUSTRIES

VOLUME 66

NOVEMBER, 1920

NUMBER 2

GETTING THE BUTCHER, BAKER AND ELECTRIC LIGHT MAKER TO ADVERTISE PRINTING FOR YOU

BY ROBERT E. RAMSAY*



"WHAT gets me," said the sales manager of a prominent concern buying in the neighborhood of two hundred thousand dollars' worth of printing a year, "is the fact that so few printers seem to be developing new methods of advertising their own work, when they are in touch all of the time with the very latest things in the way of printing, handling them for their clients, developing ideas for advertising agencies, and rubbing shoulders with razor edged competition for business, aside from abnormal times like the moment."

"Have you made an investigation on the subject?" I countered.

"Oh, not what might be termed an investigation, merely noticed what they are *not* doing around my way."

"Well," was my reply, "you are restricting your purchases largely to one or two houses and doing a big bulk of your work in your own print shop, so you are really rather out of touch with the up and doing printers of the country. All things considered, in many ways the printers are beating all other businesses and professions in the matter of advertising."

He laughed. He insisted that I was joshing him. I was in earnest and I am now.

"What other business can you point to that is getting the butcher and the baker and the electric light maker to advertise for it? I mean aside from calendars, or novelties of that nature."

I had him. He had to admit that he could not name any business which was employing practically every *average* business concern to further the cause of one. He wanted a further explanation, was still seriously doubting my being correctly informed, and I gave him the gist of what follows. Today that sales manager realizes, I think, that the printers of America are up and doing, and are coming more and more into the forefront where they belong.

"But how can it be done? How can you get the butcher, baker and electric light maker to advertise printing for you?"

By giving them a service. By doing something for them that they need, but which they have overlooked doing for themselves.

For example, take the K-B Printing Company of Omaha. They get out a three color card — $6\frac{3}{4}$ by $8\frac{1}{2}$ inches in size with eyelet hanger — which shows the silhouette of a man playing golf, and reads: "We close at one on Saturday. Thank you, from K-B Printing Co., Omaha."

The man stands on a solid black base, the background is blue above the ground, the golfer is dressed in a checkered suit of orange and black, the lettering appears on a plain white background in the black form. Altogether it is as striking and useful a piece of advertising as we have run across in a long while. No wonder you literally find this on the front doors and windows of butchers, bakers and electric light makers, to say nothing of banks, department stores, and offices. It is an example of the firm's printing too, get that point. Can you want for better advertising?

Up in Buffalo there is another firm of printers who have adopted a clever yet relatively cheap article. They print a perfect reproduction of a six inch rule and they

*Director of sales promotion, publicity and advertising, American Writing Paper Company; formerly editor of *Advertising & Selling*, *Postage*, etc., author of "Effective House-Organ."

use it on their letterheads, their billheads and their mailing pieces. They *print it on a piece of cardboard and hand it around for general use* — and it is used as “a good rule to measure by and a good rule to order by” by the pork mongers, the bread makers, and the producers of illumination in Buffalo. All advertising, so far as distribution goes, is paid for by the prospect himself. Oh, yes, you have seen rulers, of wood and metal, glass paper weights, and so on, to advertise printers, but they are all novelties, and not samples of the work itself, as in the cases just referred to, and therein lies a world of difference.

Down in Philadelphia there is a prominent printing firm which dates back to America's earliest days — no secret I suppose, it is the Franklin Printing Company to which I refer. They get out special holiday cards for use of banks, offices, etc., which close on those holidays. These cards are published in a series, all by the artist, Edward Penfield.

One of the big New York print shops now issues a monthly calendar, of its own printing — I mean not printed by some firm specializing in making calendars — and the same idea has been effectively used by a firm in Cleveland.

So much for what has been done and is being done. There could be pages more of illustrations of this nature compiled, but let us turn our thoughts a moment to a few possibilities of how this really worth while idea may be further expanded for the benefit of the printing field in general. Of course the ideas referred to are “nailed down,” at least in the territory contiguous to the printers now using these devices.

One printer I know of gets a wonderful advertising medium of his own, which I can not forbear from mentioning before proceeding to some possibilities, but as it is the getting out of a local time table of street cars, interurban lines, railroads, etc., in which he sells advertising space, it hardly comes under the exact classification in mind in our heading.

Your town has certain advantages, perhaps some of the following: Scenery. Historical points. Products not generally made elsewhere — for example, shoes in Brockton, Massachusetts. Centralized location. The headquarters of a movement or industry, such as Jamestown, New York, and Grand Rapids, Michigan, for the wooden furniture industry, there being exhibition buildings as well as semiannual shows in each place. Local celebrities.

These six angles will give us sufficient leeway for a series of many possible methods of getting the other fellow to advertise your printing. How? By getting up a small folder, leaflet or mailing sticker — once called poster stamp — and making it so good and so beautiful a piece of printing that the local beef sellers, bread distributors, and mazda users will be glad to distribute *your advertising matter at their expense*, with a liberal imprint and advertisement of your shop thereon, tied up neatly and deftly with the idea illustrated, as for example: “A view of Minnehaha Falls, one of Minneapolis' points of interest, so named from ‘Laugh-

ing Water’ of Longfellow's poem. Another point of interest is the Soandso Press, located on Such and Such Streets, Minneapolis,” and so on.

Or, “Brockton, the center of the shoe industry,” following this with some statistics about shoes manufactured in Brockton, and then coupling up your business thus: “You naturally think of Brockton as the center of the shoe industry, but did you also know that in Brockton is located the Pedal Printing Company, which has —” ending with a real newsy write up about your printing company.

Or say Kokomo, Indiana, the “Hoosier State.” Couple up with some of the local Kokomoites who have dabbled in literature. Other examples can be readily worked out from these suggestions.

“But that is the work of the Chamber of Commerce; if I did that I would be killing the chance for a Chamber of Commerce job,” said one printer to whom I gave this suggestion.

“On the contrary,” I replied, “you would probably be able to work up a bigger and better job from them, if they are real prospects, by putting on a line saying ‘Write our Chamber of Commerce for other points of interest.’”

If your city is of any size, you have local conventions. Another chance to get visitors from out of town to advertise for you, if you want to go after business there. Get up a neat but inexpensive note book and give it out at the convention, getting the proper permission, of course.

Perhaps you will find, as did one big city printer, that the convention will need to have the proceedings published. Though he took the job at a rather low price, in view of the later developments in the paper market, that printer, I happen to know, cashed in on this advertising, because one purchaser of the printed proceedings of that organization was so impressed with the printing and binding of it that he got in touch with an officer of the organization (there was no imprint on the book, an oversight on the printer's part) and located the printer for the purpose of giving him work, *and they were both in the same city.*

You have a baker who delivers bread from a wagon? Or an ice man? Or a vegetable man? Or other local delivery wagons? Get up a suitable card for them to give to their customers to be put in the windows of homes, and put your advertisement on it. Why? You sell engraving, no doubt. Every family is a prospect for engraving at some time or other, a birth, a marriage or a death.

Office scratch pads — they have been used, I admit, but real novelties in the way of printed matter are hard to find. There is a comparatively small printer in Springfield, Massachusetts, for example, who has worked out a real “service” calendar scratch pad which most excellently advertises his business on the desk of his prospect one year at a time.

Office memo slips, as “Phone,” or “Called,” and so on — perhaps you can sell these despite your advertisement thereon. Offices have need for many signs

and notices, such as holidays, daily closing hours, days when solicitors are seen (in big cities in big concerns only), signs for the cashier's department as to days on which current bills are paid, signs for different departments where no gold lettering is the rule, and so on, too many to mention.

Last, but perhaps best of all, who will be the first printer, also service agency in mail advertising, to get

up an accurate, reliable, handy and easy to post record of returns from direct advertising booklet or card system, and give it to prospects as an *eternal and perpetual reminder of that printer's service?*

Verily, there have been big things accomplished, but they are insignificant beside what may be done in the way of getting the butcher, baker and electric light maker to advertise *your* printing.

FLAWLESS DICTION UNKNOWN

BY F. HORACE TEALL



Of course many English writers have attained practical mastery of correct use of their native language, so many in fact that it seems impossible of proof that every one of them is subject to occasional impropriety. Yet it would be simply marvelous for any one to write so accurately as to be actually impeccable.

Nevertheless, one of the commonest human foibles is the tendency to accept great reputation as full qualification for indisputable authority. I can perceive no reason why any person should be held exempt from criticism by any one who can show adequate occasion for it, and who does not render himself properly liable to a charge of ill-founded faultfinding. Many writers have uttered criticism that was little worthy of publication, and probably the offense, if it be such, will often be repeated. For it is common for men who do not really know much to think they know a great deal, and to assert themselves obtrusively, while the master of language seldom indulges in faultfinding, being usually contented merely to exercise his own mastery in his own work.

No attempt is to be made here to define either style or diction more clearly than our dictionaries define them, mainly because the writer is unable to do so; yet something seems needed that is not made plain in dictionary treatment. Style includes diction, yet the most admirable style may exhibit occasional faults in diction which do not vitiate the style. Style is a general word, and diction is a special one referring to one important feature of style, but never properly including all stylistic features. Any kind of literary style is such style even if replete with uses or collocations of words which either absolutely are, or may be called by some, faulty diction. A real fault in diction is a fault, even if it occur in a writing of undoubtable artistic style.

It is pertinent here to quote from one of the greatest masters of the English language, in both style and diction, Thomas De Quincey, though he did not mention diction in the passage quoted. "A sentence," says De Quincey, "even when insulated and viewed apart for itself, is a subject for complex art; even so far it

is capable of multiform beauty, and liable to a whole nosology of malconformations. But it is in the relation of sentences, in what Horace terms their *junctura*, that the true life of composition resides. The mode of their *nexus* — the way in which one sentence is made to arise out of another, and to prepare the opening for a third — this is the great loom in which the textile process of the moving intellect reveals itself and prospers. Here the separate clauses of a period become architectural parts, aiding, relieving, supporting each other. But how can any approach to that effect, or any suggestion of it, exist for him who hides and buries all openings for parts and graceful correspondences in one monotonous continuity of period, stretching over three octavo pages?" Here follows an ungracious personal remark about Kant, who wrote such a long sentence. "It is certain," he continues, "that style, or (to speak by the most general expression) the management of language, ranks amongst the fine arts, and is able therefore to yield a separate intellectual pleasure quite apart from the interest of the subject treated."

Of course this quotation is only a fragment. It is given here to show how a master of style may write what many lesser minds are apt to call bad diction, since it is worded in real highbrow fashion. I use the word highbrow here because it is a most expressive popular word for the sort of style to which it is applied. It denotes a style that yields intellectual pleasure only to scholarly men.

The aim of this writing is to show a common disagreement as to diction, with the hope of inculcating more charitable consideration before libeling as utterly wrong that which adequate thought may justify. I may best attain this, or at least make a fair shot, by citing an example of what I hold to be too common — condemnation without sufficient reason.

"Alfred Ayres," a critic whose true name was Osmun, wrote a book called "The Verbalist," in which he considered individual words mainly, showing correct and incorrect uses. Mainly because of this work, he was engaged to write for the Standard Dictionary its original department "Faulty Diction." Some of this department was published in a prospectus, and such an inexcusable error was found therein that Ayres was removed. I afterward saw the original copy, and it showed plainly that it had been written correctly, and

the error was made through change by an editor. He was then a sufferer through the same sort of faulty criticism he indulged in his own book. Ayres said, under the head "Diction":

"Bad diction may be due to errors in grammar, to a confused disposition of words, or to an improper use of words. Diction, to be good, requires to be only correct and clear. Of excellent examples of bad diction there are very many in a little work by Dr. L. T. Townsend, professor of sacred rhetoric in Boston University." He then specifies eleven instances in Townsend's first ten lines of what he calls bad diction, but some of which are not bad. He then says: "These ten lines are a fair specimen of the diction of the entire volume. I know of no other book — not one — so badly written, and yet the Rev. Doctor sends it out as a teacher of those persons that are desirous to better their knowledge of English. An endeavor to better one's knowledge of English by studying such books as

Townsend's 'Art of Speech' is not unlike an endeavor to better one's morals by associating with thieves. Dr. Townsend, like many another, mistakes a verbal flux he is afflicted with for literary aptitude."

Here we have a general judgment based upon a particular flaw in detail, which is plainly sure to have an unstable effect, and here shows a very unreliable conclusion. The author criticized used at least as good diction as that of his critic, and showed better taste by avoiding personal attack. His book contains much excellent instruction, and very little that is not good. Ayres must have read very few books if this was actually the worst written one he knew.

But all that I desire here is to warn against hasty judgment, and especially against hasty condemnation. No man ever wrote or spoke with such infallible perfection that nobody would not think occasionally that some other word or words would not fit better in his expression than what he used.

FUTURE OUTLOOK IS PROMISING

BY O. BYRON COPPER



As a printer and newspaper maker, what has always seemed to me to be the most discouraging fact connected with the printing business is that so negligible a percentage of the uninitiated public really know or appreciate what actually constitutes a good job of printing or a first-class newspaper. Nor is this form of ignorance confined alone to the indifferent laymen. As regrettable as it may seem, many members of the craft — so called printers and newspaper makers — who profess to have learned the trade, are not only sadly destitute of a knowledge of the technique of the printing art, but are likewise unfortunately deficient in their grasp of even the various fundamentals of the calling.

Doubtless it takes a medical college graduate to fully value a particularly good job of surgery; probably a finished architect to competently appraise examples of fine architecture; possibly a doctor of philosophy to properly comprehend and mentally assimilate a pedantic treatise on an eminently scientific subject; and we all concede that surely the sensitive soul of an artist is required to completely appreciate classical poetry, music, paintings, or statuary; but among the mere trades I know of none other than printing that suffers so deplorably through the public's lack of appreciation, or, more correctly, the public's inability of appreciation — a result of the oft alleged fact, no doubt, that printing is as much an art as a trade.

The very fact that a big majority of the people at large do not know good printing from bad, is what makes it possible for novices — for men and women of no preliminary training, apprenticeship, or, it may be,

even of no special aptitude — to break into the business, and, after a fashion, to make a sort of success of it — which is, in truth, but making a bad mess of it.

And thus, completing the inevitable circle, this fact of the untrained novice in the calling becomes one of the chief elements contributing to the printing trade's deterioration — one of the principal influences in lowering the standard of good printing. So much of that with which the country is flooded is poor printing, so much of that which is accepted as best is only mediocre, and so familiar with such stuff has the public become that really artistic creations of type and press frequently pass unappreciated.

As a matter of interest to printers, it is surprising to note how, to many people of excellent taste in other matters, one kind of printing is quite as acceptable, and even as pleasing, as another. All such people ask is that the lines can be read without perceptible eye strain. It matters not to them if the sheet is highly embossed on the reverse side by the type's impression, or whether or not real art is manifest in the manner of composition. To them, printing is printing, and that's all! Therefore, it might be concluded that there is in reality little or no incentive for one to excel as a typographer. But, aside from the axiomatic truth that "virtue is its own reward," there lies another important consideration: The minority, those among the masses who *do* know good printing and appreciate it, are the very ones, as a rule, whom it pays the printer to please. They are generally the printer's best customers, and they are usually willing to pay extra for work well done.

As a word of hope and comfort to the profession, it is everywhere evident that the condition complained of in this article is happily diminishing. The taste of

the average member of society, as related to typography, is improving. There can be no doubt that the constant and commendable educational work carried forward among constituents of the printing fraternity with such exemplary zeal, within late years especially, by the various trade journals, has been the principal indirect influence in elevating public taste in this matter, and another and direct influence is the high standards of typography that have been established and are being maintained by practically all the leading publications of the country.

Through their study of the trade journals, printers in even the most remote rural districts are becoming more or less properly educated in matters pertaining to their calling, and thus they are enabled to impart something superior to their patrons. It is in this wise that a good printer reflects credit upon his calling. And public familiarity with better printing, gained through perusal of present day periodicals, is gradually establishing a broader appreciation of better printing and a wider demand for it. The future outlook for the "art preservative of all arts" is therefore promising.

GLUING LEATHER, CANVAS, ETC., TO LOOSE LEAF METALS

BY EDWIN R. MASON



OF William A. Vawter, who at one time was engaged in the business of making shipping receipts, order blanks, and various other forms for records, full credit should be accorded for the present day refined system of bookkeeping. The old system of bookkeeping, with accounts scattered throughout voluminous and unwieldy leather bound cash books and ledgers, created the germ of an idea in Mr. Vawter's inventive brain. This progressive gentleman came to the conclusion that it would be much more convenient to keep accounts on separate sheets, one account to each sheet, the whole arranged in alphabetical order. In the huge volumes of yesteryear, alphabetical arrangements of accounts could not be maintained without considerable waste of space. To avoid this waste and serious handicap, and to provide a simpler and more economical method of handling accounts and keeping accurate records, Mr. Vawter invented the loose leaf.

Today we have the steel or aluminum back ledgers, bound in leather and corduroy, out of which springs, at the end of each month, one great joy. In making up the trial balance there are only "live" accounts to deal with, the loose leaf system making it possible to weed out the "dead" accounts at intervals, at the same time keeping them close at hand in post binders, or transfer files, where they can be picked out when accounts become "active" again. Added to all this are the various machines used in accounting, such as ledger posting machines and order writing machines, where as many as a dozen duplicate copies are filled out in one operation, all of which tends to create a greater efficiency in accounting and recording, with possible chances of mistakes in the minority.

With the advent of all this in the printing field, practically every bindery of any consequence is now more or less engaged in the manufacture of loose leaf

devices, buying the metal parts direct from the manufacturers and making up the devices to order. Most binderies prefer to make their own devices so that their own label may be attached thereon. Many concerns have even gone so far as to perfect devices of their own and have them patented.

But aside from all this, one serious difficulty in the manufacture of loose leaf devices having metal parts manifested itself at the very beginning. The question of gluing leather, canvas and other cover material to the metal so that it would hold indefinitely offered a problem not so easily solved. This difficulty presented the only really serious handicap in the manufacture of loose leaf devices.

Some concerns partly overcame the trouble by incasing the metal parts in heavy paper. Others treated the metal parts to an oxalic acid bath and used an expensive fish glue for an adhesive. Some washed the metal parts with a strong solution of acetic acid, using a flexible glue as an adhesive. These methods are being employed to this day, and it is safe to assume that none is entirely satisfactory. In nearly every instance where the foregoing methods are in vogue the covering material will, in time, pull free from the metal. In such case the metal lies in a loose shell of canvas or leather, as the case may be. Within a short time the device is given to some bindery for re-covering, a single binder being thus repaired a number of times.

There is a way, however, to overcome all this, and without injury to either the metal parts or the covering material.

For several years the writer experimented in an effort to discover a solution with which to coat the metal parts, a solution which, when dry, would not scale off or crack, and which would allow the cover to be glued firmly to the metal. Three years ago the experimental stage was ended. A solution was finally discovered, one which has stood the test, meeting every requirement. Hitherto, the matter has been kept a secret, and has been used exclusively in a shop which specializes in loose leaf devices. No better place could

be found to test the virtues of this solution. In the three years of its use in this shop not one complaint has ever been made against the use of this solution, and not one loose leaf device has ever been returned on account of the canvas or leather coming loose from the metal.

Realizing the dire need of this necessity, the writer, through the pages of *THE INLAND PRINTER*, hereby gives to the trade the formula for this solution, together with instructions for using it.

This simple solution can be manufactured right in the workroom, and at a very moderate cost. The formula follows: Two pounds flexible glue; 3 pints water; 1½ pints acetic acid, 28 per cent, No. 8 technical; 1 tablespoon oxalic acid crystals. Dissolve oxalic crystals in the water. Melt glue in double boiler. Add dissolved oxalic and acetic to glue. Thin with equal parts water and acetic acid to consistency of cream, when solution is ready to use.

All metal parts which are to be covered should first be thoroughly washed in a solution of oxalic acid, two tablespoonfuls to a quart of water. This bath is essen-

tial, inasmuch as the acid proves very effectual in removing all dirt and grease from the metal. After the acid bath, which may be accomplished with a sponge or brush, the metals should be wiped dry, or rinsed in clear water and immediately wiped, or dried with heat. When thoroughly dry, the metal parts should be given a thin coating of the solution, applied with a small brush. It dries in about thirty minutes, and as soon as it is dry the metals are ready to be worked into the device.

In gluing up the canvas, leather, etc., which forms the covering, a good grade of flexible glue should be used. Ground glue will give good results, but flexible glue is much better.

There is nothing quite so good as this solution for the purpose. The writer has tried nearly all similar preparations on the market and found them unsatisfactory. Any bindery which uses this formula in connection with the manufacture of loose leaf devices can safely guarantee its customers that the metal parts of the device will not become loose in their covering. One trial will convince the most skeptical.

THE KICK THAT WASN'T COMING

BY JOHN E. ALLEN



T quitting time on a sultry mid-summer day the apprentice, after a miserable afternoon of perspiration and struggling with poor copy at the keyboard, went over to the foreman's desk to register some complaints. "Boss," said the apprentice, dejectedly but unhesitatingly, "I hate to think it, but it seems to me that I've been gettin' the worst of things lately. The job that you handed me yesterday was bad enough, but the stuff I got today was even worse. It was a tough job to start with, but the way the guy that wrote it scribbled was sufficient to drive a fellow nutty. Every other word was a mystery, and I didn't turn out enough metal to interest the dump kid. How does it come that the other fellows get the speedy copy and I get the junk?"

The boss gazed sympathetically at his youngest workman for a minute or two before saying, "The shop will be clear of the others in a little bit, so go and clean up and then come back here to see me. I'll tell you a few things that ought to be interesting to you."

In a short time the machine room was vacant, with the exception of the boss and the apprentice. Dressed for the street, the latter was in a cooler and cleaner state than he had been a few moments before. At a sign from the boss, the apprentice dropped into a chair and prepared to give attention.

"If you don't mind," said the boss, "I'll begin by telling you a little story.

"In a small print shop in a certain little town there were two fellows operating linotypes. One of the fellows was the manager's son, and the other was 'just one of the hands.' The two fellows turned out all of the machine work that came into the place, but it was a one sided combination. The manager's son had the best machine, and he had a way of grabbing all of the good copy and straight thirteen em stuff that came in. The other operator had to wrestle with the advertisements and the tabular stuff and the bad copy, when he wasn't around behind the machine trying to keep the old wreck working. The former would sit down at his machine in the morning with a stack of typewritten copy beside him and have a pretty soft time setting one measure all day. The latter would come to work with the prospect of continual machine trouble, and the pile of copy on his box would indicate a dozen or more liner and matrix changes immediately ahead.

"Things went on in this way until the manager woke up one morning to discover that some speculations of his had made a tramp of him at last.

"The shop lay idle so long, the receivers were so slow in settling things, that the manager's son and the other operator went to the capital city for work. There was lots of work to be had, and both got on the battery in a big job office. The man who had worked on easy copy and a good machine got along all right until he was handed a complicated job that was sloppily prepared. He'd never had any such thing before, and was completely out of luck. The foreman let him go — and so did many another foreman in the town after he had worked a day or two in their shops.

"The other operator was right at home in the job office where both began in the city. Every kind of stuff that he received there had been handled by him before, and he was ready for it; and the knowledge that he had gained of the mechanism, in trying to keep that old first machine of his going round in that small town office, made him valuable in the larger plant. The machinist didn't have to hurry over to his machine every time a slug stuck or a spaceband or at matrix refused to drop. The operator knew his machine, and there was very little dead time ever put down on his time ticket.

"There aren't many different ways for a story to end, and this one will have to wind up in the stereotyped fashion. Today the manager's son is working part time on a newspaper battery that isn't overparticular about its personnel. The other operator is now holding down the foremanship in the city job office where he went from the country shop, and he admits that the conditions he encountered on his first position are largely responsible for his success.

"That's all of the story," said the boss, "but there are a few other things I'd like to tell you. I've been pretty well satisfied for some time that you are going to make a good machine man. To begin with, one thing in your favor is your disposition. You don't complain when you are handed a bad piece of work to do, but go right ahead and treat it the best you can. This evening is an exception, of course, but the hot weather

this afternoon was enough to worry anybody. I've given you some pretty tough pickings just because I am interested in you. You shouldn't care what the other fellows get, or bother your head about the strings they set. They don't need the jobs that you do, for they've had them time and time again and are perfectly familiar with them. You want to remember that you work only eight hours, whether your copy is good or bad, and that you are not supposed to turn out the same amount of one kind of stuff as you are of another."

"Boss," said the apprentice, quitting his chair and preparing to leave, "I guess I put in a kick that wasn't comin'. I feel like a chump, and I only hope it was just the hot weather that made me foolish. I don't care what kind of copy you give me from now on, only I'd rather not have very much of the easy stuff."

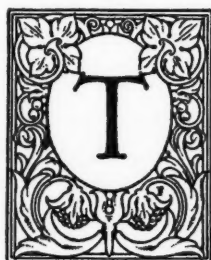
The boss smiled, and reached for his meerschaum with one hand, and a match with the other.

The apprentice started away, then paused and said, "That was some story you just told, boss. You didn't mention any names, but I'll bet a galley of six point that I can lay my hand on the shoulder of the operator in that story that wasn't the manager's son."

"Beat it!" cried the boss, lighting his pipe and half turning away. "Tear on out of here before I change my mind and promise to make you set straight thirteen em typewritten stuff all the rest of your apprenticeship time."

WALL CALENDARS ARE SCARCE

BY ROBERT F. SALADÉ



HERE was never such a scarcity of illustrated wall calendars as during the past two years or over, speaking of modern times. The writer in going around among the business houses of Eastern cities was in a position to observe this fact. Numerous calendars with names and addresses of business firms printed in large type over the monthly leaflets were noticed, but a calendar containing a picture in colors was almost a rare article.

Many of us can look back to the period of a few years ago, when illustrated advertising calendars were plentiful indeed. In those days almost every storekeeper and manufacturer followed the custom of giving calendars to patrons at the end of each year. Many of the calendar backs contained pictures printed in process colors which were good examples of commercial art. Some of the pictorial subjects were reproductions of masterpieces by famous artists. So great was the demand for picture calendars in those times that many large printing plants were running almost exclusively on calendar work.

How things have changed! In the early part of the present year a considerable number of business men asked the writer if he knew of any business concern that was giving out pictorial wall calendars. It was really difficult to answer in the affirmative. The remarks of one business man on the subject should be very interesting to the trade:

"What has become of all the advertising calendars that used to be floating about around the first of the year? We used to receive at least a dozen each year, and most of them contained handsome pictures in colors. This year only two arrived. One resembled a billboard, with the name of the advertiser printed across the top in large block type. The monthly figures were so small that you couldn't see them unless you went real close. The other calendar contained a picture of a bank building, poorly printed in brown. We did not think enough of either of those advertisements to hang it up in the office.

"What I should like to have is a calendar containing a pretty picture in colors, and monthly figures large enough to read without it being necessary for me to rise from my desk to see them. We were considering having some illustrated calendars made for the publicity of our own business, but, strange as it may seem,

I asked several printing firms about them, and I was informed that the firms in question were not bothering with calendars. Why not? There should be a profit in that class of printing. I am of the opinion that there is a big field for the right kind of calendars. The printers ought to go in more on that specialty."

The war, of course, has had something to do with the scarcity of good wall calendars, but even prior to the war they had been diminishing. The high cost of labor and materials has made it impossible for the printer to produce low priced grades of calendars, but today the demand seems to be for first-class merchandise of all kinds, and the printer making a fine line of art calendars should find a ready market for them.

The offset process offers the printer an opportunity to make a line of art calendars that will sell by reason of their excellent quality. A picture of a pretty girl's head, done in pleasing colors, is as popular today as it was some decades ago, but the manufacturer of calendars need not specialize in pictures of girls' heads. A still life scene, or a marine, when beautifully produced in colors, will find as much favor among the public as a lady's portrait. Think of the field for a series of colored pictures on "historic shrines of America." For example, a picture of Independence Hall, Philadelphia, an out of the ordinary picture, not merely a "flat" subject. An artistic picture of the white domed capitol building of Washington, D. C., Washington's headquarters at Valley Forge, Washington's home at Mount Vernon, and his birthplace at Bridges Creek, Virginia. We mention only a few suggestions to give an idea of the many pictures of historic shrines which could be printed, or lithographed, on calendar backs with fine effects.

How often do we see printed, or lithographed, on a calendar the scene of Washington crossing the Delaware? Or, the picture of Washington at prayer at Valley Forge? Beautiful pictures of this character never pass "out of fashion." They are always in demand. They are desirable for every American home. The advertiser giving away wall calendars of the kind suggested will not lose anything on the proposition. Many advertising calendars of the past failed in their purpose because the illustrations were of no great interest, and because the printing qualities were not of the

best. Everybody likes a beautiful picture, particularly when it is done in colors, and the calendar containing such a picture will not be thrown away.

It seems strange that printers as a class of business men are not large distributors of illustrated wall calendars for their own publicity. What better means has the printer for demonstrating to the public what he can do in the way of fine colorwork than by exhibiting samples of his color printing on calendar backs? And, yet, we often see calendars sent out by printers which contain merely the printer's advertisement in large letters, and no colorwork to speak of. Would it not be of more advertising value for the printer if he were to distribute among customers and prospectives the very best of pictorial calendars handsomely done in colors? With the four color process plates, platen presses of the Universal type, and skilled pressmen, any printer is in a position to go into the calendar business in a small way. In plants where there are offset presses there is an opportunity to go in for the specialty in a larger degree. There seems to be no reason why the calendar field could not be cultivated to even greater proportions than in the past. Calendars are useful, and are needed in every home and business house in the land.

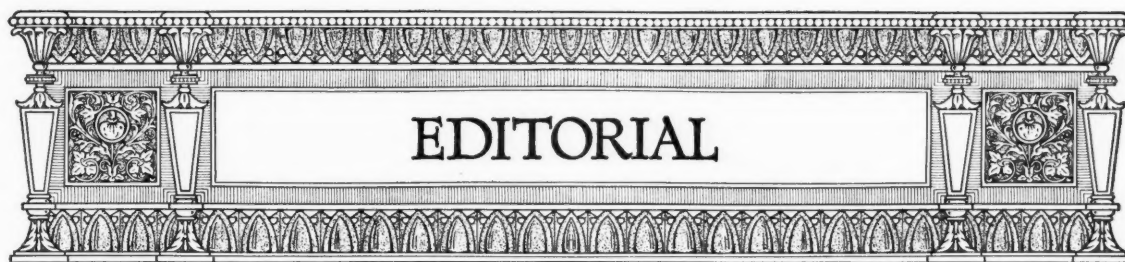
Some few of the large manufacturing concerns are distributing wall calendars in great quantities to patrons, and to the public in general. Here is another field for the printer who owns a plant equipped to produce colorwork in volume. Have salesmen visit the large manufacturing firms with specimens of *unusual* wall calendars. Play up on the advertising value of *extraordinary* calendars. Quote special prices for large quantities. This would be a better plan than that of selling small orders to dealers and storekeepers in the neighborhood.

The calendar business will no doubt revive to its former importance in good time. Some progressive printing concerns have recognized this fact and are preparing to go after the business with modern selling methods. Clever salesmen will create big orders for the specialty by offering business promoting suggestions to large buyers of advertising literature. A handsome wall calendar can be made a powerful advertisement for any business.

HE who always seeks more light the more he finds, and finds more the more he seeks, is one of the few happy mortals who take and give in every point of time. The tide and ebb of giving and receiving is the sum of human happiness, which he alone enjoys who always wishes to acquire new knowledge, and always finds it.

—Lavater





THE Christmas season is approaching, and with it will come the usual calls for holiday printing. Now is the time for printers to create a demand for this work. The special insert in this issue has been prepared to give suggestions to those who desire to build up a good business in this line.

ELSEWHERE in this issue will be found a short account of the dinner extended by the members of the Typothetae of Washington, D. C., to the apprentices employed in their shops. So far as we can recall, this is the first time we have heard of any employers' organization extending a dinner to apprentices, and it strikes us as being a mighty good plan, one that is well worthy of adoption in some other cities. It is safe to say that the apprentices of Washington, D. C., at least those who were present at the dinner, have a greater respect for their employers and a better impression of the business, also that a larger percentage of them will turn out to be real high grade workmen, a credit to the industry and of whom the industry need not be ashamed. Our compliments are extended to the members of the Typothetae of Washington, D. C., and we hope to learn of other organizations taking as much interest in the apprentices.

SURELY no one can read the reports of this year's annual meeting of the United Typothetae of America without being strongly impressed with the thought that here was a convention that was indeed constructive in the highest degree. This international association of master printers has already justified its existence and proved its worth to the industry, and printers can congratulate themselves upon having so efficient an organization working for the advancement of their interests. With such an organization at work there is no wonder that the standing of the printing industry has been increased a thousand fold, and that master printers are now to be found in the highest councils in the business world.

The Continued Industrial Unrest

A good friend of and frequent contributor to THE INLAND PRINTER, a man who has been actively engaged for years in work for the welfare of the printing industry, writes the editor as follows:

"Unrest in printing labor union circles in the Middle West seems to be rampant. In almost every town the wind seems blowing towards an unfortunate condition of things, greatly to be regretted. In Kansas City recently the bookbinders struck for \$44 a week and were out for ten days. They ignored the provisions of the arbitration clause in their contract, and declined to allow their international president to enter into the controversy. Even-

2-5

tually they went back to work at the old scale and agreed to submit the dispute to arbitration. In Omaha all the unions have been demanding increased wage scales irrespective of contracts that are supposed to exist. The compositors, who in May last were granted an increase, sought \$6 more, and when arbitration was decided upon they withdrew their previous demand and raised their request for more money, asking for \$63 for day and \$66 for night workers. The pressmen, who in January struck and agreed to a year's contract, demand that the subject of wages be reopened. The mailers' union, while negotiating for a new scale, struck in one of the newspaper offices, to the surprise of every one. The unrest in face of a declining market seems to be unwise, not to say unjustified, in the eyes of some who view the economic situation with considerable apprehension as far as the printing industry is concerned."

It can not be too strongly urged that actions such as those set forth do appear to be extremely unwise in view of the present declining market, and it is indeed to be regretted that such conditions should continue in face of the fact that every effort possible is being put forth by business interests in all parts of the country to bring about an equitable readjustment, and to hasten the return to normalcy of living costs, or, in other words, to stabilize conditions as quickly and to as great an extent as possible. This brings us face to face with the necessity for the closest kind of coöperation on the part of both sides, employer and employee. It is certain that this much needed coöperation does not and can not exist when conditions such as those set forth in the preceding communication are allowed to prevail.

It is just such circumstances that call forth statements like the following, which is quoted from the October market letter sent out by John Burnham & Co., investment securities, Chicago:

"In connection with the strike of miners in the anthracite fields, the old question has come up of the uselessness of collective bargaining, as long as labor is willing to dishonor itself by the repudiation of its agreements. Labor unions there may perhaps always be, but they will be held in the liveliest contempt by all square thinking people as long as they refuse to recognize the sanctity of a bargain and as long as their so called leaders fail to show any real capacity for leadership. There can be but one code of business morality for everybody. Agreement implies a meeting of minds, and there can, therefore, be no honesty of purpose in the presence of bad faith. Unilateral or one-sided agreements or contracts are void not only in law but also wherever else there exists a spirit of fairness and decency."

The printing industry has always been recognized as the leader in conservative and constructive trades unionism. It is to be hoped that it will not be forced through injudicious actions on the part of any of its members to forego this recognition.

The American Press

Lift up your heads, ye newspaper and magazine makers of America, for you have just cause. Read the stirring tribute paid to our profession by the great Spanish novelist, V. Blasco Ibanez, in his article on "What I Have Learned About You Americans," contributed to *The American Magazine* for October:

"But, after all, the greatest thing in this country, and I include nature and the works of man in this comparison — the greatest thing in this country is the American press. There is no created power here so absolute, so irresistible, as that of the newspapers and magazines.

"I say this in all seriousness: America shows everywhere the incidental and the transitory. Political parties go in and out of power; American opinions are this today and that tomorrow. Industry remodels its machinery, houses are kept a year and then torn down to make way for a larger building. Towns grow up over night, and then, in the course of the years they are deserted, and the forests, as in New Hampshire, invade the formerly busy places. Change and interchange is one of the impressive aspects of American life. But there is one thing permanent — the newspaper, the press, which never changes. It is the perpetual, the incessantly dominating force in American life.

"The power the newspapers have here is not paralleled in any other country in the world. And I think its influence is to be explained by the way people live in the United States."

Printing as an Education

Recently a young man of college age was asked whether he wasn't afraid he would become a "back number" twenty-five years hence, due to his lack of a college education. Through force of circumstances he was compelled to give up his school work after completing the eighth grade. For the benefit of the boy who is considering the choice of a profession, we give extracts from the young man's reply:

"Isn't it reasonable to consider five or six years spent in learning the fundamentals of printing, which for several centuries has been styled 'the art preservative of all arts,' just as much a period of education as a like term of years spent in a college or other institution of higher education? At the completion of this apprenticeship the printer has something that no one can take from him, just as surely as the student gains knowledge which will be a part of him throughout life.

"In the practice of the art of printing, the printer ranks with the minister, the teacher, and the man of letters. Surely there is no nobler calling than that of the art preservative, the one art to which all the other arts and professions come.

"A printer may not be able to take up a manuscript in a foreign tongue and translate it into English, but he can perform a distinct service to mankind by taking this manu-

script and making of it a complete book, the influence of which will be multiplied a thousand times by reason of its quantity production.

"A printer may not be able to deliver a speech which will move hundreds to action, but he can reproduce the message of some noted man, so that thousands, yes millions, of every nationality, can get an inspiration.

"No, a printer can't fashion a figure from a piece of marble, but how many sculptors are able to do a thing so simple (from the standpoint of the printer) as to set up a page of type, so spaced and positioned on the sheet as to be a thing of beauty and a joy forever?

"Every man is a specialist of some sort — whether he be a doctor, lawyer, musician or printer — and if he does his work just a little better than those before him, it can not be said that he is a failure.

"Twenty-five years from now I may be a 'back number' so far as literary attainments are concerned, but if I am a master printer, one who can be looked to as an authority on the noblest art of them all, my life shall have counted for something."— W. W.

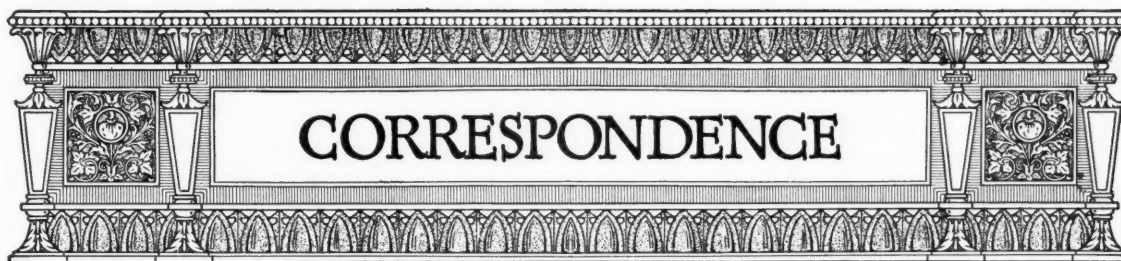
Are We Going to Answer the Red Cross Roll Call?

November 11 to 25 has been designated as the time for the fourth roll call of the American Red Cross, that great organization which has done and is still doing such noble work for humanity. This roll call offers the opportunity for true American men and women to pay their annual dues and renew their membership in the American Red Cross, a great privilege as well as a patriotic duty, in order that the organization may discharge its obligation to America and to suffering humanity.

The primary obligation of the American Red Cross is to the service man in the army and navy. Since the close of the war we have become somewhat inclined to relax our efforts, and also to forget the need of continued work on the part of the Red Cross, feeling, perhaps, that there is no longer any great amount to be done. Let us not overlook the fact that there is still great need for the service rendered by this organization, as is shown by the following statement, setting forth five duties which still remain:

"First, to stay with the Army of Occupation, comprising about seventeen thousand officers and men. Second, to continue in the hospitals of the army, the navy and the public health service, where there are more than twenty-six thousand men, many of whom will be retained there for months and some for years, and carry on recreational and social work. Third, to keep in touch as an advisory organization with the discharged men of the army and navy, and be ready — not in the way of financial aid, but what is worth more — to contribute kind advice and friendly assistance. Fourth, to carry on the work with the families of soldiers and sailors and for the community at large. Fifth, to care for those blinded in the crash of war, a service turned over to the Red Cross by the Government."

Are we going to answer the roll call and do our part to support this great and noble work? Let us answer in the affirmative, and generously, when the call is sounded from November 11 to 25.



While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore correspondents will please give their names, not necessarily for publication, but as a guaranty of good faith. All letters of more than one thousand words will be subject to revision.

Beg Your Pardon

To the Editor:

PHILADELPHIA, PENNSYLVANIA.

Let me call your attention to an error in the October, 1920, issue of *THE INLAND PRINTER*, in the insert which begins after page 64. You credit me with designing the booklet "Plate Engravings," whereas I had nothing to do with this but to supervise the printing. Please run a correction to this error stating that the booklet was designed by Percy Grassby, the copy was written by E. Parker Archibald, and the printing was done under my supervision. It is unfortunate that I should be credited with designing something which is another man's work.

WILLIAM A. KITTREDGE,

Art Director, Franklin Printing Company.

[EDITOR'S NOTE.—We regret the error which occurred in our October issue and gladly publish Mr. Kittredge's letter of explanation in justice to the persons he mentions.]

Anent the Biography of Christopher Plantin

To the Editor:

NEWARK, NEW JERSEY.

I have read with more than ordinary interest a biography of Christopher Plantin contributed to the October issue by Henry Lewis Bullen, of the American Type Founders Company, for the reason that in the spring of 1895 I spent considerable time in Antwerp, visiting frequently the Plantin museum. Thereafter I contributed an article myself to *THE INLAND PRINTER*, which appeared with illustrations. Mr. Bullen's article supplements my own (doubtless now long forgotten) most completely and interestingly, but this is to impress on all printers or those interested in the printing craft the advisability of making a visit to Antwerp when on the other side, if only to inspect the Plantin museum, although Antwerp itself has plenty of other interesting things.

I understand, and I hope it is true, that the Plantin museum is not in any way affected by the recent German occupation.

CHARLES H. AULT,

President, Jaenecke-Ault Company.

Can Any One Beat This?

To the Editor:

PERRY, OKLAHOMA.

Here is a new and strange experience for me, although it is over fifty years since I first tackled the printing business. The facts stated here are absolutely true in every respect.

About a month ago I pulled out a case from a 25 case job cabinet and was much surprised to find nearly all the front boxes empty. Pulling the case still further out I found that all the type had been stacked up into the back tier of boxes. Investigation showed that every case in the cabinet was in the same condition, the type ranging from 3½ point gothic to 18 point scripts and other fancy letters. I wondered who had pried the stuff. Hadn't an enemy in the world that I knew of outside of my creditors, and they were all at a distance. Careful investigation showed many mice droppings, and in

one of the way back boxes a nice little nest with thirteen young mice in it. The mice had gotten in by going up between the back ends of the cases and the back wall of the cabinet.

Today I started to set a job. Every figure in a 2 inch wood letter was missing, as well as several letters. Pulling out another case I found the cap A's of 36 point Century Bold were all missing. Right there I lost my religion and started an investigation. Found a rat hole in the floor; tore up a board, and there in a nicely piled heap was over a gallon of type of various sizes from 6 point to 2 inch wood letter. Can any one beat this?

O. H. HOVEY,

Manager, Southern Printing Company.

As to What Printing Is

To the Editor:

TULSA, OKLAHOMA.

There has been much quibbling of late as to whether a printer is an artist, an artisan or a business man. After thirty-three years of experience I have concluded that printing is an art, a trade, *and* a business. Printing offers the man who gives a decent respect to his occupation the broadest field for development to be found in any vocation whatsoever. Be he devoted to printing as an art, he has the traditions of the best minds civilization has developed, and material in endless variety and of wonderful possibilities. Does he regard printing as a trade? Mind, hand, foot and eye may find in the handling of type and paper such infinite mechanical and mental inspiration as is offered to no other artisan.

As a business, printing brings the good printer into contact with the brightest and most progressive minds in every mercantile and financial line. If he be so inclined, the way is opened for him to acquire a broader knowledge of every business than any other person except the specialist, who knows no business but his own. If he act as interpreter and carry the messages of other business men to the public, he must know the terminology and the basic principles behind every business that he would serve.

The printer may teach more people than the pedagogue, and without a limit as to their age; he may preach to more than the minister, and reach both saint and sinner; his product makes, or poor use of it breaks, every business in the modern world. Printing opens to the young man opportunity for reaching the highest mental, spiritual, physical and financial development of which he is inherently capable. The Art Preservative is more nearly all comprehending than any other life work to which he may aspire. There's nothing good in modern life to which printing does not contribute, and there is no force of evil which does not hate and fear it as a weapon of righteousness.

Personally I am no end proud of the fact that I am a printer. I would not exchange occupations with any man in my community, and after ten years of believing and acting my creed in this good town I find most men I meet hold printing in the same estimation that I do.

WALTER OLDS.

INCIDENTS IN FOREIGN GRAPHIC CIRCLES

BY OUR SPECIAL CORRESPONDENT

GREAT BRITAIN

INCREASING unemployment in the printing industry is beginning to be felt, according to reports from London.

A UNION of clerks employed in the printing industries has been formed in London. Its membership is at present claimed to be two thousand.

W. LIBERTY FIELD has completed thirty-three years of service as editor and manager of the *Printers' Register*. To celebrate this record some of his friends made him a presentation at a special dinner.

THE *Daily Mirror* (London) recently printed what it claims to be "the first photographic portrait cabled across the Atlantic," being a picture of Thomas Lipton, forwarded by electricity from New York.

ABOUT one hundred women and girls employed by the Stevenson, Blake & Co. typefoundry at Sheffield struck for a twenty-five per cent raise in wage. They finally accepted an offer of a ten per cent raise and went back to work.

FOR disfiguring the landscape at Brentwood with advertisement boardings, the Borough Bill-Post Company, Stratford, was recently fined £8, with a continuing daily fine of £2 if the boardings were not removed within two weeks.

A CATALOGUE costing £300,000 to produce is the "British Standard Exporter," which comprises twenty-six volumes and lists the wares of 3,346 houses, in every line of trade. It has been distributed free of charge throughout the world.

OWING to the printers' strikes in Manchester and Liverpool, some of the papers have been resorting to the use of zinc plates made photographically from typewritten sheets. These were stereotyped and run off on rotary presses.

A DINNER was recently given, to which some four hundred to five hundred leaders of literature were invited, to commemorate the centenary of the foundation of the firm of W. H. Smith & Son, printers, stationers and booksellers, London.

THE Sawston Paper Mills recently discarded a Fourdrinier papermaking machine which was built over one hundred years ago and continuously used since then, a record achieved probably by no other piece of mechanism. It is also illustrative of British conservatism.

THIS year marks the centenary of the introduction of the envelope, which it is claimed was first introduced into England by a Birmingham stationer, a Mr. Brewer. By an act of Parliament passed in 1820, an end was made to the British practice of charging double rates when a letter was composed of more than two pieces of paper.

At Sotheby's, the noted London ancient book store, a collection of 114 early and rare Bibles was sold for £637. The lot included examples of the "Great Bible," 1540; the "Bug," 1549; the "Genevan" or "Breeches," 1560; a "Whig" (date not stated); a "Preaching," 1668; a "Pearl," 1653, and a Tyndale version of the New Testament, 1548.

THIS is an interesting excerpt from a report of a speech made by J. R. Riddell, principal of the St. Bride's institute, which bears out the opinion held by your correspondent: "Although he (Mr. Riddell) took second place to none in his admiration for some of the works of William Morris, he did not hesitate to go farther and say that it would be well for Morrisian disciples to recognize that their master issued some of the greatest abominations ever put forth from the printing press."

BECAUSE of the Manchester and Liverpool branches striking for an advance in wage, the master printers threatened to lock out their men in the other branches of the Typographical Association. The executive committee of the association

ordered the striking printers back to work, pending a settlement of the controversy, but the order was not obeyed. The action of the men is now termed "illegal." At last accounts no agreement had been arrived at in the discussions between masters' and employees' representatives.

GERMANY

RUDOLF MOSSE, the noted Berlin publisher, died early in September. The *Berliner Tageblatt* was one of his publications.

BECAUSE of the war 140 periodicals suspended publication in Germany. Among them was the *Zeitschrift fuer Philosophie und Philosophische Kritik*, which had attained its 165th volume.

A NUMBER of printing offices, large and small, in Berlin have gone out of business, due to the inability to sell printing at the prices made necessary by the high costs of material and labor.

HEINRICH GOETHE, of Duesseldorf, has obtained a patent on a process of reclaiming used writing paper. The process employs four baths, through which the paper has to pass. After being dried and pressed, it is claimed that it will be as good as new.

A LATE issue of the *Archiv fuer Buchgewerbe und Graphik* (Leipzig) has a six page symposium giving the opinions of artists about the reform of German orthography and the idea of discontinuing the use of capital letters for nouns. The arguments pro and con seem about equally divided.

A BOOK exposition was held October 3 to 23 in connection with the International Autumn Fair at Frankfort a. M. This book show was divided into groups such as "library of general knowledge," "library of the working man," "library of trade unionism," "library of a statesman," "library of a physician," "the teacher's library," "library of an engineer," "library of a fashionable lady," "editions de luxe," "children's books," "musicians' books," "the making of the book," etc. A prospectus of this exposition was printed in English and presumably in other languages besides English and German.

NORWAY

A NORWEGIAN industries fair was held in Christiania from September 5 to 12. It included groups devoted to paper, books, graphic arts machinery, etc.

THIS country expects to produce this year about 150,000 tons of news print paper. If this is accomplished it means an increase of twenty-five per cent over the output of 1919.

FRANCE

THE Government has recently revised its regulations relating to imports, but prohibition still remains upon bringing into the country news print paper, playing cards and unauthorized editions of copyrighted books.

SWEDEN

THE news print paper mills of this country produced about 100,000 tons in 1919. Through expansion of plants and equipment they expect to double this production in 1920.

SPAIN

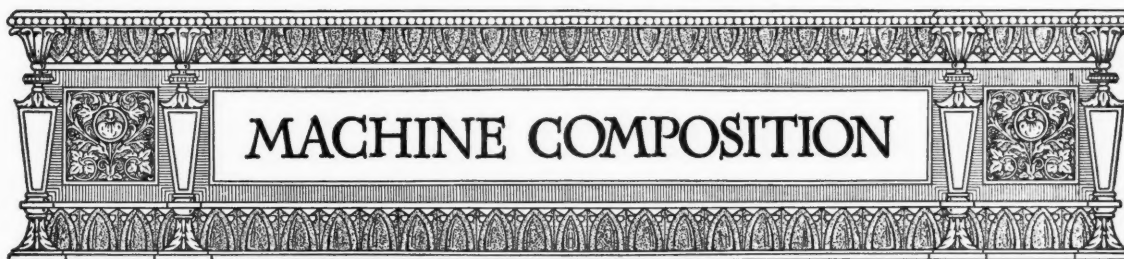
A DECREE was issued in August removing all restrictions on the importation into this country of paper, with the intent of easing the newspaper crisis.

POLAND

THE importation into this country of playing cards, wall paper, wall paper borders, and materials for bookbinding (leather, wood, textiles, paper, etc.) is absolutely prohibited.

INDIA

It is reported that eight hundred (?) employees of the *Times of India* have returned to work unconditionally, after having been on strike for six weeks.



MACHINE COMPOSITION

BY E. M. KEATING.

The experiences of composing machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of obtaining results. Replies to inquiries will be made by mail when accompanied by return postage.

Slugs Appear Spongy

A Nebraska operator sends slugs and gives a brief description of his troubles. From the data furnished we suggest the following procedure to correct the difficulties: (1) Apply a new plunger, F-879. (2) Before inserting this plunger, clean the well by using a well brush. This will permit good plunger action if spring is active. Move pot pump spring to give the greatest stress. (3) Raise the metal pot by adjusting screws in pot legs, loosen both front screws a trifle, also the bottom screws, and then turn down a trifle on the upper screws. Observe the jet on bottom of the slugs before and after change. Tighten screws and nuts when through. Do not touch back screws on pot legs. (4) Clean out jets in mouthpiece with mouthpiece punch, which is a tool made for this purpose. There is nothing to show that the machine or the metal is at fault. The foregoing procedure should help you to secure better slugs.

Machine Does Not Stop Readily

An Indiana operator describes several troubles he experienced when tight lines were sent in, and asks what should be done.

Answer.—Our first and most important suggestion is that no tight line be sent away from the assembling elevator. But as a matter of further safety we suggest that you remove the clutch and clean the inner surface of the pulley as well as the leather buffers on the clutch shoes. When this is done make a test of the vise automatic by placing a thin space on the vise head just where the back screw of elevator strikes, and then draw out on the stopping and starting lever. When the elevator descends, the cams should stop before the mold disk advances more than six points. If the cams do not stop until the disk has advanced upon the locking studs, or do not stop at all, it indicates a vise automatic trouble. For instance: If the cams do not stop at all, as they should, when a thin space is placed upon vise cap as indicated, it shows that the vise automatic is inoperative. Examine the mold disk dog, and see if it is working freely, also examine the vise automatic stop rod, and see if it is in working condition. Remove slug pan to do this. The dog and stop rod should be free from metal and both should move freely by pressure from finger. The upper end of the stop rod should protrude through vise cap, and the dog should extend toward mold disk by its spring stress. If all of these conditions are present and the test with thin spaces does not stop the cams it indicates that it needs readjustment. We do not like to recommend the changing of adjustments, but when a test shows an adjustment is wrong it is the only thing left to do. The manner of adjusting is as follows: Remove thin space, turn up on the front screw in elevator head (the one nearest to you), draw out on stopping and starting lever, and when the elevator descends the cams stop. Do not touch the lever, but take the screw driver, and while holding the elevator

down firmly turn down slowly on the screw. The moment the cams start, stop turning the screw, and when the cams reach normal position you may tighten the lock nut, and the adjustment is complete. If no other complication is present, you should not be troubled further. When recasting with slide you should graphite the vise jaws where the block has contact while descending. If the expansion makes it fit tight you can relax the left jaw by loosening the screw near the extreme left end of vise and turning the square head screw toward the left a trifle, and by inserting the screw in the hole to the left of where it was found, if it was in the center of the three holes.

Keep Machine Clean and Save Time

A West Virginia publisher writes: "Will you please advise me by return mail as to whether or not there is any solution that may be purchased, or made, that may be used inside linotype magazines and on matrices which will tend to relieve matrices from sticking in channels and failing to release? I have been experiencing considerable trouble in this respect, and have used every means to my knowledge that would give relief, but find that I have accomplished little. Gasoline, in my estimation, is a very poor remedy for this trouble, as it quickly evaporates and then the same old trouble sets in."

Answer.—We know of no solution for such a purpose. Cleanliness in all parts of the machine having contact with the matrices is the only remedy we know of that will insure proper releasing of the matrices. Oil may reach the matrix ears in the (1) assembling elevator, in passing through the (2) delivery channel, when they are in contact with the (3) mold, and in the (4) distributor box and (5) screws. To prevent the possibility of oil being on the star wheel or assembler rails, use oil sparingly at these points. Do not oil the line delivery slideway. If you have been using oil here, it may help by cleaning slide and slideway, and thereafter using graphite, applying it with the magazine brush. While graphiting this place also apply dry graphite to the delivery channel with the same brush; use it also in the jaws of the first elevator. In this way you will be sure that the ears of the matrices touch clean places, and also by not oiling the delivery slideway it will prevent oil getting in the delivery channel. Do not oil the ejector blade or its guide. When you remove or apply an ejector blade be sure you wipe all traces of oil from the blade. If you are using the universal ejector blades you may occasionally push them forward and wipe them free of oil. If the blades have an excessive amount of oil they will leave a film on the face of the mold, to be transferred to the matrices unless the front mold wiper is performing its function. The distributor box rails and the three distributor screws are points that are too often overlooked in the matter of keeping free from oil. You should remove the distributor box and examine it. If at all oily, place it in a basin of gasoline and allow it to remain a while. The gasoline will eliminate the oil. Allow it to dry, and then place one drop of oil on the top of the cam roll stud, the lift

stud (remove it to oil) and in the two holes of the lift lever. While the box is out, take a strip of clean cloth, moisten with gasoline, start distributor screws and hold strip in thread of screw. This treatment of each distributor screw once a week will soon remove the menace of oil, which may be the cause of your trouble. As to the magazine and matrices, try cleaning them weekly for a short time, and perhaps together with the proper care of the other parts of the machine you may not be troubled with matrices failing to drop properly. We have in mind a newspaper machinist who keeps a font of eight point in a machine. He did not clean either the magazine or the matrices in eighteen months. There never was a complaint from the operators on the machine on the score of failure of responses or other magazine trouble. There was no secret about the matter, the machinist kept the parts that had contact with matrix ears free from oil and never handled a matrix or spaceband with greasy fingers. And as he always oiled the assembler and distributor himself (weekly) he was certain that it was properly lubricated. The method we recommend you to try in cleaning matrices and magazine is an old one: run out matrices and place on a news galley, two rows to a galley. Place a few slugs against end of rows, and with an ink eraser rub the upturned (front) edges of the matrices. This kind of eraser has sufficient weak abrasive to polish the ears and index edge of the matrices. When they appear bright you may then take the magazine brush and dip into the graphite can, rub the matrices up and down their length with the bristles. This operation polishes the edges and sides of the ears and removes the particles of rubber. Fan out graphite or blow out with bellows. Place an empty galley on cleaned matrices and turn over. In cleaning the casting side of matrices do not allow the rubber eraser to touch the intaglio part of the matrices, for this may damage the walls and produce hair lines in print from slug. When slugs and ears of matrices are properly brightened and rubbed with magazine brush the work of cleaning is done. The magazine should be brushed out dry, that is, no gasoline or wood alcohol should be used on the bristles of the magazine brush. When an examination of the magazine channels indicates that they are free from dust, wipe the bristles with a clean cloth and dip the brush into the graphite can, shake off surplus graphite and again brush the channels. This application of a small amount of graphite with a vigorous use of the brush will polish the already cleaned channels and usually will insure proper releasing of matrices, unless it happens that other adverse conditions are involved. In your case we would suggest that for the next month you give your matrices a cleaning each week, following this plan. After that it may be that several months may elapse before the next treatment. The weekly cleaning of machine parts as indicated before should be continued indefinitely.

Matrix Lugs Show Damage

A Wisconsin operator writes: "Enclosed find a specimen of matrix which is a good example of what has been giving me constant trouble. Observe that the trouble lies in both lower ears. I have carefully examined the routes over which the matrices travel, but everything appears all right — no impediment whatever. Apparently the trouble may be traced to the molds, but on careful examination I could not see just where the injury to the matrices can occur. The molds work all right and give excellent service except for occasional jerks and possibly squirts when casting long measure slugs. This morning I had one such squirt, and on examination discovered that the matrix did not connect properly with the mold. Of course, I thought it was because something was in the way when the first elevator descended, and so cleaned away any slight dust that seemed to impede. Thereafter all worked well. But I am still in doubt, and think there is something wrong in the working order of the mold. Last winter you suggested that I

examine the assembler chute when I sent you a similar matrix with practically the same trouble. To all appearances there was nothing wrong, and then as if by magic the trouble ceased, the matrices were no longer injured to the extent I complained of, until recently, when the trouble once more returned in even worse form. Constant filing away of the affected ears has been necessary during the time I studied and endeavored to locate the trouble. There seems to be no way out except by appealing to you for suggestions and assistance."

Answer.—We do not believe the fault lies in the mold, for the reason that the lower lugs have ample room in the grooves of the mold keeper and in the first elevator front jaw. That is our impression, at any rate. To verify, take a new matrix, apply to the parts mentioned, and observe if the lug has contact at points worn. Our opinion is that the wear occurs in assembling, and possibly you can verify this by trying some new matrices, using a full channel of any character. Bend the assembler guide so that the speed of the matrix in falling to the assembling elevator is somewhat lessened; as a consequence there will be less vibration after the matrix reaches the elevator.

A DEFENSE OF JOHANN GUTENBERG, INVENTOR OF TYPOGRAPHY

BY HENRY LEWIS BULLEN



THE latest book on Gutenberg is entitled "The Gutenberg Fiction, a Critical Examination of the Documents relating to Gutenberg, showing that he was Not the Inventor of Printing," London, 1912. This work is by J. H. Hessels, who is, we believe, one of the faculty of Cambridge University. Dr. Hessels is a Dutchman, and he first appears in the literature of typography in 1871 as a translator from the Dutch of Dr. A. Van der Linde's "The Haarlem Legend of the Invention of Printing by Lourens Janszoon Coster." Dr. Van der Linde was also a Dutchman, but his book awards the honor of the invention to Gutenberg, while disputing every claim made on behalf of Coster. He even denies that such a one as Coster ever existed. This book provoked the Dutch folks so much that Dr. Van der Linde took up his residence in Germany, where in 1878 he issued his "Gutenberg," followed in 1886 by his "Geschichte der Erfindung der Buchdruckkunst," in three handsome quarto volumes. Dr. Hessels was asked to review Dr. Van der Linde's "Gutenberg," and in attempting to do so he became the chief opposer of the claims in behalf of Gutenberg, issuing in 1882 his own "Gutenberg: Was He the Inventor of Printing? an Historical Investigation embodying a Criticism of Dr. Van der Linde's 'Gutenberg.'" Dr. Hessels was employed to write the article on "Typography" in the current edition of the "Encyclopedia Britannica," in which he asserts that "we may reasonably ask, Did Gutenberg ever print anything?" To Dr. Van der Linde, Coster is a myth. To Dr. Hessels, Gutenberg is an ineffective pretender. It must be conceded that Dr. Hessels has examined the documents in evidence very carefully, journeying from place to place to do so. He presents his case in a masterly way. It must also be admitted that a foolish and false patriotism had induced at least three German historians to actually forge documents in proof of the claims for Gutenberg. Many of the claims put forth by casual compilers of histories are founded on these forgeries, while the matter in important documents which were destroyed by fire in Strasbourg in 1793 is under grave suspicion of falsity. It is manifest that for the last forty years the opponents of the claims in behalf of Gutenberg have had their way, with but very little opposition.

These developments make it necessary for some one to write a revised history of Gutenberg, which we believe may easily present a vindication of the claims made for him. We have carefully read all of Dr. Hessels' works on the inventor of printing, and yet we remain of the opinion that Gutenberg was the inventor and entitled to the many distinguished honors that have been accorded to him. A "life" of Gutenberg would be the most difficult of subjects relating to typography, and we shall not attempt here more than a bare outline of it, contenting ourselves with presenting statements made by printers and others in the fifteenth century, some of whom were contemporary with Gutenberg or nearly so, asking the reader to keep in mind that the rival claimant is Coster, of Holland (whose portrait and biography will appear next in this series), and that Coster's name is first mentioned in a

of large ideas and small means, accomplishing much, the credit for which was begrudged him by those who in the end achieved wealth and fame through their connection with him and his invention.

We think Gutenberg's failure in self advertisement may be explained by assuming that he, like many other inventors, did not fully realize the vast future importance of his invention. His view of it was, it seems to us, that typography would compete because of its economy with the pen made and (sometimes) hand illuminated books which in the fifteenth century were produced by influential guilds in those few regions of Europe which had received a stimulus from the new birth of learning which began in Italy a half century before. Typography was to be a substitute for a method of making books which in Gutenberg's time had reached its highest and still

unapproached standard of good taste and beauty. Gutenberg could claim that his method made the cheaper books better, but probably thought that typographic books could not equal the better pen made books. Later on, when it was seen that by the combination of typography and hand illumination very beautiful books could be made, Gutenberg was in difficulties with his partner, and had to commence anew, while Fust secured the profits and temporarily (with Schoeffer) usurped the glory which soon attached itself to the new art.

The first mention of the invention of typography occurs in the 1457 "Psalterium," printed by Fust and Schoeffer, in which these men claim to be the inventors. Two years before they had got rid of Gutenberg; they were prospering in the new art; they claimed more than they were entitled to. In 1460 the "Catholicon," ascribed to Gutenberg by bibliographers, "contains reference to the invention of printing in Germany, using expressions that seem to indicate that the writer [of the colophon] was the inventor." In 1472, a letter of Guillaume Fichet to Robert Gaguin, printed in Paris, contains the first reference in types to Johann Gutenberg. Fichet and Gaguin, teachers in

the college of the Sorbonne, had employed three Germans to introduce printing in Paris—Ulrich Gering, Martin Crantz and Michael Friburger. These men, doubtless, informed Fichet of what they knew concerning the new art and had learned to print either from Gutenberg or from Fust and Schoeffer, or they knew of these men. The letter was discovered by A. Claudin, the chief authority in his day on the history of printing in France. He wrote:

After speaking of the prostrate and decayed state of Latin poetry and eloquence when he arrived years before from his native country to study the philosophy of Aristotle at the School of Paris, Fichet extols the great improvement since made in studies of all sorts. It is partly due to the printers. These studies, he writes, "have derived much light from the new kind of book producers whom in our own time Germany, like another Trojan horse, has discharged upon the world. They tell us that there [in Germany], not far from the city of Mainz, the art of printing was first of all invented by one John, whose surname was Gutenberg."

This is convincing, we think. In 1472, by a significant coincidence, Peter Schoeffer ceased to ascribe the invention to Fust and himself. In 1474 Lignamine printed a book in Rome, and ascribed the invention to Gutenberg, Fust and Mentelin, the latter an early printer of Strasbourg. This was repeated in the second edition of the same book, printed in 1476. In 1483 the celebrated printer, Ratdolt, born in Strasbourg, though then printing in Venice, issued the "Chronicon" of Eusebius, which ascribes the invention to Gutenberg in 1440: "Namque a Ioanne Gutenberg zumiungen equiti Maguntiae [Mainz], rheni solerti ingenio librorum Imprimendorum ratio 1440 inventa." This was repeated in later editions. We can not believe that Ratdolt was not well informed in making this



The House in Mainz now known as Zum Gutenberg, shown to tourists as the home of Gutenberg's mother, as it appeared in 1863. In 1824 it was occupied by a club, the members of which placed a monument to Gutenberg in the courtyard in 1827.

history of Batavia printed in the year 1566, one hundred years after the death of Gutenberg. Despite this adverse view, the fact remains that before the first century of the invention had elapsed, Gutenberg was everywhere accepted as the inventor by authoritative historians, and the claim on his behalf was not seriously disputed until 1628, when Peter Scriverius of Holland started the Coster-Gutenberg controversy.

Gutenberg is believed to have been born at Mainz about 1397; he died about 1468. His name is found in the records of Strasbourg in 1434 and 1436. In that city he is supposed to have first worked on his invention of typography, and certain fragments of printing (and perhaps the beginning of his great Bible) are supposed to have been done by him before he entered into a partnership in Mainz in 1450, which ended in 1455 in a law suit, decided adversely to Gutenberg. We are on firm ground here, as the record of the law suit is the first absolute proof that Gutenberg was actually printing. Gutenberg was now an old man, but he started another printing house, using types cast from the same matrices he had used in his partnership with Fust. In 1462 Mainz was sacked; Fust's house was burned, but what became of Gutenberg's is not known. In 1466 his printing appliances were in operation at Eltvill, a village near Mainz. In 1465 Gutenberg was attached to the Court of Adolph II., ruler of Mainz. There is evidence that he had passed on before in 1468. His name does not appear on any printed thing, and only in one of the books ascribed to him do we find any allusion to the invention and in that his name is not mentioned. We think of him as a man

conclusive statement. Also in 1483, Benalius, a printer of Venice, ascribes the invention to Ioanne Gutembo, and repeated the statement in 1486. In 1492, Zarotus, a printer of Milan, ascribed the invention to "Ioanne Gutember, germano." In 1494, Werner von Themar, of Heidelberg, wrote a poem, "Panegyris ad Joannem Gensfleisch, primum

of them all, the eloquent preface to "Titi Livii," printed in Mainz in 1541 by Ivonem (Ives) Schoeffer, grandson of the Peter Schoeffer who was Gutenberg's assistant and the son-in-law of Fust. The preface reads (in part):

Among all those who have written histories there is none who can more perfectly fill the ears of men with his speeches and orations which are everywhere interwoven in this book, none who can better penetrate the heart and mind of men and more easily move them to joy, wrath, and pity than Livy, wherefore he justly takes precedence of all others in history and is regarded as the best and most useful. In order that such history, changed from Latin into German, come to light and be revealed, it has long been my desire to dedicate the same to your Royal Majesty as the supreme head and ruler of the Holy Roman Empire; just as heretofore in a similar way Valerius Maximus inscribed and sent to the Emperor Tiberius his history of remarkable stories and adages, and Pliny his "Natural History" to Titus Vespasian. Most Mighty King, may your Royal Majesty graciously receive this work, which first was put into German for your glory, and for the benefit of princes and lords, also the communities and cities of the German nation, and was made up and printed in the worthy city of Mainz, in which city also the wonderful art of printing was first invented by the ingenious Johann Gutenberg in the year of our Lord Christ one thousand four hundred and fifty, and subsequently perfected and permanently established by the industry, expense, and labor of Johann Fust and Peter Schoeffer at Mainz. Wherefore this city shall be praised and glorified (as well merited) for all time not only by the German nation but by all the world, to the fair enjoyment of its citizens and inhabitants.

Is it not significant that the grandson of Peter Schoeffer, disregarding the pretensions of his famous grandfather and of his other grandfather, the prosperous Johann Fust, should



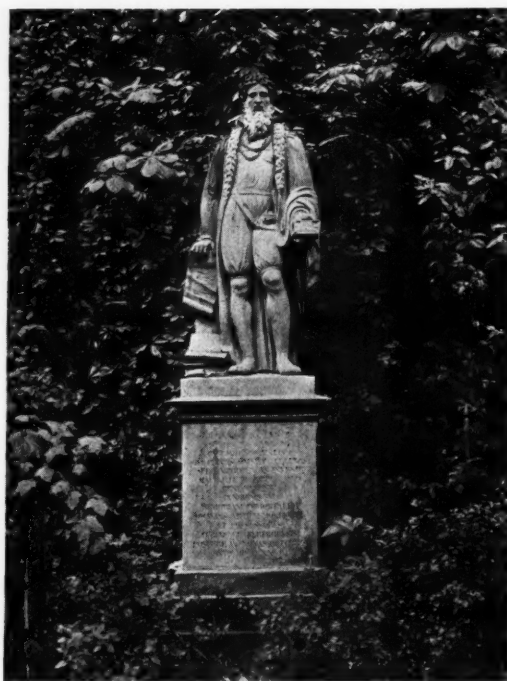
Aspect in 1868 of the House, now known as Zum Jungen, in which Gutenberg is supposed to have lived and worked while resident in Mainz. He rented it in 1443, and is said to have occupied it until 1450. In 1504 Ivo Wittig, a canon of the cathedral of St. Victor, erected a tablet in the courtyard of this house, ascribing the invention of printing to Gutenberg. This tablet has disappeared, but the fragment is still to be seen of another tablet erected by Carl Barth in 1828.

librorum impressorem." Gensfleisch was the paternal cognomen of Gutenberg, who chose rather to use the name of his mother, as was not unusual in his time. The Cologne Chronicle, "Die Cronica van der hilliger Stat van Coellen," printed in 1499, contains the following account of the invention, written by the distinguished Ulrich Zell, the first to print in Cologne (1466), who had learned to print while in the employ of Peter Schoeffer in Mainz during the lifetime of Gutenberg:

In the year of our Lord known as MCCCCL, which was a golden year, the people began to print, and the first book printed was the Bible in Latin, and it was printed with a larger type than that they print missals with. Although this art has been invented in Mentz, viz., the style now commonly used, the prototype of it, however, was found out in Holland, for the Donates, which were printed there long before. . . . Moreover, the first inventor of printing has been a citizen of Mentz, and he was born at Straisburch, and was named Sir Johan Gudenburch.

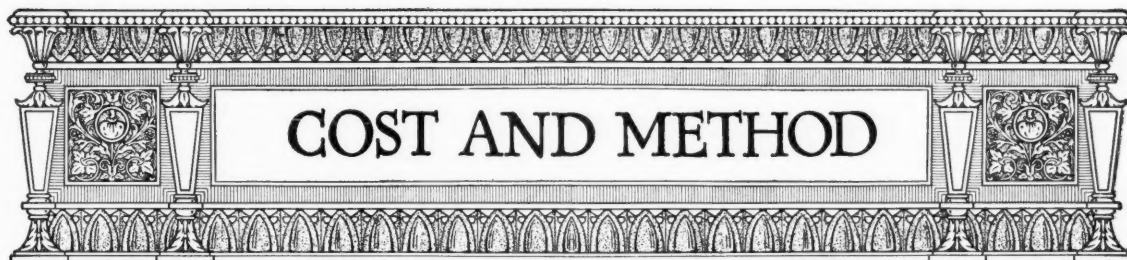
Zell's account I believe to be the authentic story. There was in the Netherlands an earlier kind of printing from engraved blocks in the Chinese manner. There was an abortive effort to print from small engraved wooden types — an impracticable method. Gutenberg invented a new method; he cast metal types from matrices in molds; in doing this he invented typography.

In 1499 an epitaph by Adam Gelthus of Mainz was printed, honoring Gutenberg as the inventor. The same book contains an epigram by Jacob Wimpfeling, also honoring Gutenberg. We could quote several other references to Gutenberg as the inventor, made prior to 1566, the year in which Junius first advanced the claims of Coster; but we will present as typical



The monument to Gutenberg, erected in the courtyard of what is said to have been his mother's residence. The inscription reads, as translated: "To John Gensfleisch, called Gutenberg, a patrician of Mainz, who first amongst all invented to print the letters by means of metal, and who by this art deserved well of the whole world, the art-union of Mainz in connection with the owners of the house Zum Gutenberg have erected this monument as an immortal memorial of his name, on the 4th of October, 1827."

thus concede the victory to Gutenberg? Dr. Hessels in his fanaticism, which would not leave a shred of fame or glory to the man the world has delighted to honor, disparages these testimonies of the earlier printers. He is quite right in exposing the foolish falsities of certain German historians, but he is culpable when he assails the knowledge and good intent of the many witnesses who testified in early times, when there was no controversy and no partisanship, but only a desire to honor typography in honoring its inventor, for such we esteem the immortal Gutenberg to be.



BY BERNARD DANIELS.

Matters pertaining to cost finding, estimating and office methods will be discussed through this department. Personal replies by letter will be made only when request is accompanied by return postage. When estimates are desired, a charge of fifty cents for jobs amounting to \$50, and an additional charge of one-half of one per cent on those over that amount, which must accompany the request, will be made in order to cover necessary clerical work.

The Old Machine

During the war period there was such a scarcity, and there still is, of both material and men to handle it that the manufacture of printing machinery almost stopped and secondhand machinery apparently doubled and tripled in value over night. There are several cases on record where old machines whose career had been considered ended brought a higher price than their cost when new. Of course these were exceptional, but the used machinery market has never had such a boom as during the last two or three years.

The result has been to greatly inflate the paper profits of many printers who have reappraised their plants according to the prices they knew were being paid for old machinery and equipment. These apparent increases in plant value are really fictitious and are misleading if carried into the ledgers and equipment accounts.

The insurance companies have decided that the printer should carry insurance upon the replacement value of his plant under present conditions, but this is really a measure of self protection, as the printer would naturally ask for damages sufficient to replace his plant in case of fire.

Depreciation should be taken care of on the basis of the invoice value of the machinery, however, and not on the appreciated value as shown by the scale of secondhand machines or the cost of new ones at this time. Some may be disposed to dispute this; but let us consider it a little:

This so called depreciation is a reserve set aside to perform a certain function, and we regret to say that the majority of business men as well as the majority of printers have a wrong idea of this function. They, or most of them, will glibly tell you that the depreciation reserve is to make up for the wear and tear on the machine. Possibly a few will include obsolescence as one of the things it is to cover.

Well, this is all wrong. And that is why it is so difficult for cost men to get printers and others to actually set aside and hold the amount of the so called depreciation. They simply refuse to handle it as a concrete fund.

The correct name for this fund is "replacement reserve"; but its real use is not for the replacement of machinery and equipment. It is to replace the shrinkage of the capital caused by the shrinkage of value in the plant due to use, wear and tear, abuse and breakage, obsolescence, and changed market conditions. While it is conveniently assessed against the business in equal annual instalments it does not so accumulate. The shrinkage may be three times as much in one year as in another, though the miscellaneous character of the equipment tends to equalize it.

The amount shown by a correct appraisalment of the present value of any plant deducted from the amount of all the capital which has been put into it will leave a figure that represents the amount that should be in the replacement reserve at the time the appraisalment is made. If there is no

such fund, or if the fund does not equal this amount, then the business has lost that much money — lost it just as certainly as though a customer had failed and beat the house out of that amount.

The value of a plant — the present value — and the money in the replacement reserve must always equal the amount of all the capital that has been put into the plant, less the amount canceled by the sale of old equipment without the purchase of new. If old equipment is turned in as part payment on new, the amount of cash paid for the balance becomes added capital put into the plant.

Now, here is where so many men make a mistake. They will point with pride to their plant and say: "I started with practically nothing, and see what I now have in my plant." True, they started with nothing, but ever since they have been giving their services for a minimum salary and putting the balance of their earnings into the plant. They have actually paid full value for that plant in cash or its equivalent. Therefore, that plant is the capital they have put into the business and that capital must be kept intact before they are entitled to say that they have made a profit, whether it requires ten per cent of the original invoice value or fifty per cent.

Only the other day we were shown an old press that has been running for over thirty years and was still able to do fair work at about two-thirds the speed of a modern machine. We were told that "This machine doesn't owe us anything, it was all depreciated away years ago." That old machine would run; for years certain amounts had been charged off on the books as depreciation on it, and yet it was still there reducing the output of the number of square feet of floor space it occupied by thirty-three per cent. It was costing money every day; more money than it could earn.

When its owner was requested to state how much interest the money set aside for its depreciation was earning, he said: "Oh, that is in the business and making the same profit as the other capital." Was it?

Here is a new light on the question of depreciation. It is in no way connected with any individual machine. It is a capital expense, necessary to prevent the impairment of the capital. The plant and machinery are worth what they will bring. They have cost what was spent to build up the plant. The replacement reserve must contain the money that is to make up the difference, and it must be real money. The old machines may be greater in number than they were a few years ago, but that is an added liability, not an asset. That means more capital invested and being impaired by depreciation, and therefore there must be a bigger replacement reserve. Putting the money back in the business is simply fooling yourself. Of course you must grow, but healthy growth requires that your capital must not be impaired.

Very soon there will be a drop in the value of old machines. What then?

Who Is Responsible?

A number of plates were sent to a printer with instructions to use them in printing several thousand copies of a special catalogue. Each page was practically complete in itself and a bunch of proofs and printed leaves were sent with the plates, each marked to indicate its place in the book.

After one of the forms had been made ready and a number of sheets had been printed, it was found that the plate for one of the pages had been used for another job and a paragraph had been routed out of it. The sheet sent with the plates was the page from this special job and therefore the omission of the paragraph was not noticed by the pressman when he placed the plates for this particular form. But it so happened that the superintendent took a notion to look over this form for final O. K., and as he happened to have a copy of the original printed page he noticed the omission of the paragraph and called the customer's attention to it by phone, supposing that the wrong plate had been sent.

The customer claimed at first that he had sent the right plate, and when finally convinced that such was not the case he stated the pressman should have seen it before the form was made ready. As the official copy sent in was without the missing lines the pressman and the foreman felt they had a perfect right to go ahead under the belief that the lines were intentionally left off this edition.

Now, which is right? What would you say? Should the customer pay for the make ready and the standing time on the press while the plate was being corrected, or should the printer lose this and pay for the paper printed with the wrong plate?

If a customer sends in copy and plates which correspond, the printer is justified in supposing that everything is right and in going ahead with the work. There is no possible reason for him to question the customer as to whether he has made a mistake or has been careless in getting up his copy.

On the other hand, the printer should be absolutely certain that the plates and the copy correspond in every particular and make inquiry if there is the slightest variation. But under ordinary business conditions it is unfair to expect the printer to revise every electrotpe sent in, when the general appearance indicates that it is the one from which the copy was made. It is not part of his duty to remember the previous editions of the particular pages and note the differences if they do not appear in the copy.

Saving Time in Rule Fitting.

Many jobs containing rule panels or having borders that are otherwise excellent are spoiled by gaping rule joints that seem to stand out with a prominence far in excess of the actual amount of misfit.

Years ago, in the balmy days when the writer was considered to have some skill as a manipulator of rules, he found the principal cause of this defect to be that the rules did not fit as closely on the face as they did at the foot or in the body, owing to the fact that the knife in the mitering machine, no matter how sharp, caught for the full depth of the cut for which it was set on the face of the rule, but as it cut into the body of the rule it sprung away very slightly, leaving the face with an almost infinitesimal bevel.

Sawing the rule gave better results, but not always perfection, so it became necessary to work out some other way of overcoming this trouble. It was finally accomplished by altering the machine, so that the cut was made at a very small angle (.002 of an inch), the face being that much longer than the foot.

Of course it is not possible for every printer to alter his rule cutting and mitering machines, but the same result may be achieved by the placing of a small piece of cardboard under the end of the rule which is being trimmed or mitered.

This piece of card need only be about two picas wide and of three ply stock (120 pound). Care must be taken that the amount of cut taken is small enough not to drag the rule, and that the knife is sharp. With strips longer than about six inches a heavier card will be necessary to give the correct angle.

Rules cut in this manner are a trifle longer on the face than at any point below and will lock up so closely that after the first few impressions the ink will fill the joint so completely that it will be impossible to tell whether they have been soldered or not. In most cases the joint will be so tight as to need a magnifier to see the break, but we tell of the ink to satisfy those of our readers who are used to testing with the lens.

The face of the rules must be of the exact size required and the best test is to lock them up without the type and take a proof. Then insert the type just tightly enough to hold, not so full that an extension of the quoin key is needed to force the corners together in the final lockup.

Remember that rulework of any kind calls for perfect justification of the matter enclosed by the rules; there is no chance to overcome poor justification by squeeze, as is sometimes done in jobs without rule borders.

PRINTER'S TREASURE DISCOVERED — MAYBE YOU HAVE ONE, TOO

BY A. RAY NEPTUNE

I had made a discovery. There in the corner of the basement, piled high, was a veritable treasure.

I had been prowling around in the dark corners just to see what I could find. Perhaps something interesting might be uncovered — and I stumbled across it.

It had been accumulating for years.

Month after month had added to its value.

Multitudes of master minds had contributed of their wealth of knowledge to add to its worth.

What was it?

A vast pile of INLAND PRINTERS — and there they lay, unknown and unread.

As I fingered over number after number, and feasted upon the expositions and reproductions of the art preservative, my mind said, "Why not dig these out of this dreary corner and put them where every one can use them — arrange them as a reference library? Perhaps each department could have its own matter in a volume by itself. Would it be possible?"

Investigation showed that the department headings came, for the most part, on the right hand page, making division of departments easy.

The advertising sections were discarded and the matter of each department segregated.

Then the bindery did its work — and the result?

Ten beautiful volumes of the best books on printing that are in existence.

They contain the ideas, not of one writer only, as do other books, but of multitudes of prominent printers, and they could not be duplicated, for wealth of material, in any other way.

They have proved their value a thousand times and are pored over every noon hour by different members of the force.

The books have hand lettered covers and comprise the following valuable matter: Specimens, Vol. I. Specimens, Vol. II. Specimens, Vol. III. Special Articles, Vol. I. Special Articles, Vol. II. Special Articles, Vol. III. Printed Salesmanship. Cost and Method. Proofroom. Pressroom.

They contain from 150 to 300 pages each, and are bound in full cloth, making a very attractive library.

Perhaps you, too, have a pile of old INLAND PRINTERS. If you have, you can make just as valuable a library as we have.

JOHN SMITH'S BOOKKEEPING*

No. 11.—By R. T. PORTE

Synopsis of preceding stories.—Despite the fact that a new system of keeping accounts is installed, the office rearranged, business increased and every one working harder than ever, John Smith finds that his investment in a half ownership of the *Bladon Banner* is unprofitable. His partner, Jefferson Bell, while a good editor, did not pose as a business man, and under his management the *Banner* was just as unprofitable. Things had come to a crisis, when "Mac," the salesman who called on them periodically, sized up the situation, and—well, read the following as to the outcome.

Profits



HERE was something the matter, and it worried the cashier. For months he had taken a deep interest in the business of the *Banner*, and in his two friends, and had given them his best advice, viewed from the standpoint of a banker and merchant, and then suddenly his advice was asked for no longer, and a distinct coldness toward him was evidenced in the manner of both Smith and Bell. John Smith hardly spoke to him, and Jefferson Bell renewed the attitude of hostility which he displayed when the bank closed down upon him and protested one of his checks. Other things happened that made the cashier a little peeved, and he stopped going to the printing office, although something seemed to pull him toward the place, and he missed keenly the confidences and chats he used to have with Smith, to say nothing of the little pleasantries passed between him and Mamie.

He noticed that in June John Smith attended a meeting of publishers in the county seat, but he paid little attention to the event at the time. It seemed that they had formed a county organization, and he was just on the point of going over and telling Smith he thought that was a good scheme, when Jefferson Bell came in with his monthly bill. During the month the bank had run the usual "Statement of Condition," which was required by the State law. He glanced at the bill, and noticed that the *Banner* had charged the bank \$5 instead of the usual \$3 that had been charged for years.

Evidently Bell had been expecting some protest, for before the cashier could say anything Bell started to explain.

"At the meeting of the county publishers," Bell said, "the matter of charging for the bank statements was taken up, and it was found that not all papers were charging the same. After a lot of discussion it was decided that \$5 was the only profitable rate for printing such notices, and we will hereafter have to charge the bank that amount."

"The dickens you say! So you have formed a trust, eh?"

"No, not exactly that," Bell hastened to say, "but as other classes of business get together and talk over things, the publishers of this county have decided to do the same thing, and while we are not compelled to charge \$5, yet as other papers in the county get the price we might just as well."

"Well, I'll pay you the regular \$3 and no more."

"I am sorry, but the law compels you to print the statement, and as \$5 is a very moderate amount, we believe you had better pay. And another thing, we find it necessary to raise our advertising rates in a few instances, and instead of \$1.50 a month for the bank advertisement, you will be charged \$2.50 hereafter."

"Is that so! Please take the ad. out. You can't gouge me like that."

By this time the cashier was just a little bit peeved, if not angry. To his surprise, Bell simply smiled, and looked at him.

"I think you will change your mind," he said, "when you think the matter over seriously. You know Smith and you have not settled up on certain transactions yet, and while we hate to refer to such things, don't you think you had better keep the ad. in? Besides, what would the people of the town

and the people of the county think when your ad. failed to appear? Just think again."

Never before had Bell talked to the cashier in that tone of voice, and, strange to say, the cashier's attitude changed immediately. He reluctantly told Bell to keep the ad. going, although it was highway robbery, and some other things.

"In that case the advertisement will not appear next week, and should you wish to advertise again, it will be under contract, and the rate will be just double what you are paying. Good day!"

What was the meaning of all this? The cashier could not understand, and for several days he puzzled over it, but when the next issue of the *Banner* appeared the bank advertisement was missing.

Never did the cashier read a copy of the *Banner* as diligently as that one. Glancing at the editorial page he read an announcement that on August 1 the subscription price of the *Banner* would be \$1.50 a year; that those in arrears would have to pay up before then or the paper would be discontinued; that hereafter the paper would only be sent to those who paid in advance, and that thirty days after the expiration the paper would be stopped, or in other words, the subscribers had thirty days' grace.

The manager of the People's store came into the bank just then, and seeing the cashier reading the paper, he proceeded to say some things he had on his mind.

"What has got into those fellows, anyway? Are they crazy? They notified us a week ago that the advertising rate would be 5 cents an inch more, and I told them to cut out our ad. Now, look at what they've done!"

Taking the paper he turned to page 8, the back page, and seeing a half page advertisement of a store from the town only four miles away, he showed it to the cashier. Just one glance was enough, when the cashier noted another advertisement of an insurance agency in the neighboring town advertising insurance and also loans on real estate. In fact they found several advertisements that had not appeared before in the *Banner*.

"Looks as though they meant business," the cashier said, "and it is up to us to find out what it's all about."

Just then they noticed Bell going by, and the cashier called him in.

"What do you fellows mean, anyway? You raise the price and then get advertisements from other cities. Are you trying to ruin the town?"

"No, gentlemen," Jefferson Bell said, "but we have decided to run the *Banner* on strictly business lines. If you do not wish to pay our prices, we find that others will. You send out of town for your printing—oh, yes you do! How about those ten thousand statements you just got in Columbus, and those twenty-five thousand deposit slips you got from Indianapolis? Don't talk about hurting the town, when you buy out of town! If others are willing to advertise with us, and pay our prices, I can see no reason why you should object. If you wish to advertise, here is our rate card."

To think that Jefferson Bell should talk thus! The men could hardly believe it, and when they had somewhat recovered, Jefferson Bell had gone out of the door and slammed it after him.

Of course they meant to advertise, and discontinuing the advertisements had been just a protest at the new rates, and was not meant entirely seriously. They could not afford to have others advertise and have the people of *Bladon* asking why they did not, nor could they afford to have the store of the town four miles away carry half page advertisements. They were not serious, and the matter would be fixed up right away. This could not continue at any price.

Nevertheless, although both the bank and the store at once resumed their advertising, the store taking larger space

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than before, and the store four miles away discontinuing its advertising, the cashier still was worried, as neither Smith nor Bell seemed willing to get back on the old footing that existed some months before.

When the cashier was over in Blayton on some business, he happened to meet the president of the concern for whom the *Banner* had been doing a lot of work.

"You are just the fellow I want to see," the president said. "What has got into your printer friends over in your town? They used to do a lot of work for us, and now their prices are higher than some of the other printers. I wanted to do business with them. We saved \$200 on our catalogue, and they came down \$35 on the price when I asked a reduction. Some of their prices showed up other printers badly. They certainly knew how to figure right. But now they put in prices all out of reason, and while their work is very satisfactory, and they are very reasonable about correcting mistakes and printing things over that are not exactly right, they charge terrible prices. At that I am giving them some work, but not nearly as much as I used to and it is getting less each month, and I am afraid I will have to quit them altogether unless they make better prices. Can't you see them and explain to them that if they keep on they will soon lose all our business?"

"Don't ask me to say anything to them. They have raised their advertising rates, and subscription rates, and hardly speak to me. I have troubles of my own."

On his return, the cashier decided that he must find out what it was all about. He happened to be charging some checks to the account of Bell & Smith, and noticed that they had a much larger balance than before. If their bank account was an indication, they were evidently making money.

That night the cashier suggested to his sister Lucy that they had not had Mamie and her mother over to tea for a long time, and it might be a good plan to have them come soon. A week later Mamie and her mother were the guests of the cashier and his sister, and after supper, the cashier took the chance of asking Mamie how business was at the office, and thus lead to the things uppermost in his mind.

"Oh, things are just fine with us, now," Mamie said with a faint smile on her lips.

"I am glad to hear that," he said, "but what seems to be the matter with Smith and Bell? They hardly speak to me, and some things seem very queer."

"You know I musn't talk about things in the shop, as that isn't right, is it?"

"Well, perhaps to others, but you know I have always been interested in the *Banner*, and helped them with the bookkeeping system, and then all of a sudden things have changed."

"Yes," Mamie assented, "things have changed, and it looks this time as though it is for the better. But, really I can't say a thing about it. Why don't you ask Mr. Bell or Mr. Smith?"

Despite everything he could say, Mamie would tell nothing, and at last it was time to go. The cashier decided that he would take one more chance and take Mamie and her mother home, and then perhaps he would have another opportunity to find out just what had happened.

Their way lay along Main street, and as they went along they noticed that lights were burning in the printing office.

"Oh, Mr. Bell must be there," Mamie exclaimed, "let's go over and see him. Come on, don't be afraid, maybe he will relieve your curiosity, if you want to know about the *Banner*."

Inside, they found not only Mr. Bell, but John Smith, who was listening very attentively to something Jefferson was reading.

"Come on in, folks," said Mr. Bell, "and make yourself at home. It's been a long time since the cashier visited us on an evening."

"Yes," the cashier said, "and it's about time for us to get back on to our old footing, and clear up the troubles."

At this John Smith got off his chair and started to go to the back part of the shop.

"Oh, Mr. Smith," Mamie exclaimed, "I am sure it is all a mistake and can be explained if you will tell just what you have discovered."

"Come on, John," Bell said, "the cashier perhaps was not to blame, and maybe after he has heard our part of the story he will see that we have done just right."

"This thing is getting interesting as the dickens," the cashier exclaimed, "and I'd certainly like to know what has happened and why you are so sore at me. I admit I hated to pay you \$5 for the bank statement, and the raise in advertising rates, but let's forget that, and talk things over."

"Read them the paper you have just read me," said John turning around to the group, "that will probably tell them more than anything else."

"All right," replied Jefferson. "This is the first draft of a paper that I have prepared and am going to read at the fall meeting of the Ohio Press Association at Delphos, and I'd like to have your opinion of it."

Then the four listened without comment while Bell read until the end.

"Well," the cashier said, when Bell had finished, "I don't know that I agree with you, but it certainly looks as if you have solved the problem of making a profit in the printing business, and while I will have to help pay some of that profit, I want you to feel I always did what I thought was for the best, and if my advice in the past was not right, I am going to stand by you anyway."

A lump rose in John Smith's throat, and he stepped forward and took the cashier's hand. Words were not needed.

Later, the cashier and Mamie talked, as Mamie's mother had preceded them into the house, but that was only for the moon and the gate to hear. It is none of our business.

THE REAL PRINTER

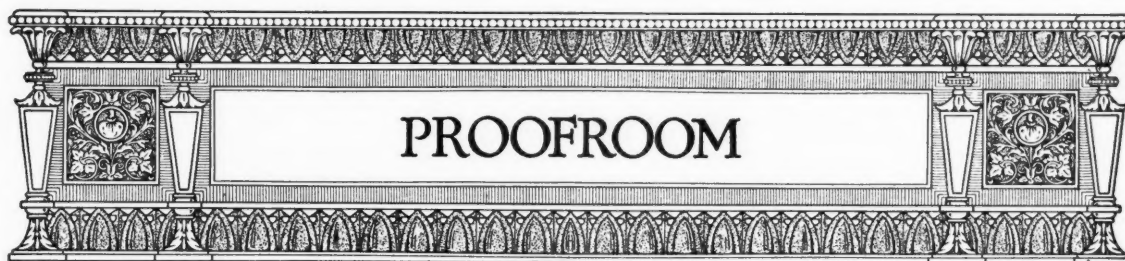
The *Salina Sun* says: "Some young fellow with a fair education, and ambition to acquire a good trade and at the same time brighten up his education, can find an opportunity at this office to learn the printer's trade."

Which is all very well, but does not promise much for results. The kind of boy who makes a good printer is the sort that begins to loaf around the print shop on press days as soon as he starts to school. He is the boy who feels honored when he is told to bring a bucket of fresh water, and he would trade his jackknife and a tin whistle any day for the privilege of "kicking off" a hundred dodgers on the old foot press. By and by, refusing to be chased off and stay chased, he is sweeping the floor mornings and running errands, such as going to the store after a left-handed monkey wrench or to the furniture store to ask for the return of the paper stretcher. Later he learns to recognize type lice and wash the rollers, sort p's and q's out of the hell box, and so progresses to the point where he is on the pay roll to the amount of \$1 every Saturday afternoon, and says "our paper" when speaking of the *Weekly Gimlet*. Such a boy is the only kind that ever grows up to be a real printer.—E. E. Kelley.

NO WONDER HE FLED

The printer set up a poster to advertise an address by a militant suffragette. Her subject was: "Woman: Without Her, Man Would Be a Savage."

When the speaker called for the posters, the proofreader had to leave town suddenly, for the flaming sheets read, "Woman, Without Her Man, Would Be a Savage."—*Selected*.



BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

An Oddity Questioned

J. C. J., San Antonio, Texas, writes: "Please advise me whether or not it is correct to spell all words in lower-case letters (including names), as shown in the inclosed clipping. I have seen this on several occasions and have argued against this so-called 'new style,' therefore I am asking your opinion of same."

Answer.—The clipping was a displayed advertisement having nine lines with no punctuation, reading: "The Empire starts to-day. eugene o'brien in 'the figurehead,' a masterful drama of politics. mack sennett's comedy — 'it's a boy.'" Of course this is not correct as judged by any common rules of composition. But equally of course it is correct as being what was wanted by the advertiser — not a "style" either new or so called, but a deliberate violation of style intended as a striking oddity. When any one wishes such an odd violation of style, it is useless for anybody to argue against it. This particular whimsicality is becoming quite a favorite among advertisers, so that I may not long be able to say that it is not a style; but even as an acknowledged style it seems destined to remain a grotesque absurdity. Possibly it may soon be displaced by some other oddity.

A Disagreement in Grammar

G. J., Chicago, writes: "Recently I ran across this phrase in *Collier's*: 'Three-quarters of an hour are taken.' I also struck the following in the *Post*: 'Ten thousand dollars' worth of peach trees is ruined.' I should like to get your decision on these phrases."

Answer.—I have made a slight change from the original, which did not request my decision, but the decision of some authority, probably meaning that he wished me to hunt for some one else's decision. Well, I have hunted in books, and found nothing referring directly to the particular phrases in question. Grammarians leave such questions depending for answer on general rules, and writers evidently apply the rules differently. I offer my own opinion knowing that it differs from that of some people, but with confidence that it accords with true grammar as understood by the best minds. Each quoted sentence is wrong. The first should say "is taken" and the other "are ruined." Three-quarters plainly does not mean three individual quarters as such separable parts, but one part three times as large as the remainder. Not three separate parts of an hour are taken, but one part as large as three combined into one is taken. In the other case trees are ruined, not a quantity or an amount as a single thing is ruined. Always in such statements the sense is the proper determining factor, not the form of any word. It is on this basis that a collective noun is properly singular when the idea is plainly that of the aggregate as a unity and the same noun is plural when referring to the individuals as such which are comprised in the aggregate. Since writing so much I have happened to note in one rather old authority an instance supporting what I said above. S. W. Clark's "Practical

Grammar" says: "A plural subject, modified by a phrase whose subsequent is the logical subject of the sentence, and singular in form, may have a singular verb. Example — 'Two-thirds of my hair has fallen off.'" This was Clark's way of saying that "hair" determines the verb's number.

Proposed as a Time Saver

R. B. D., Brooklyn, New York, offers this: "Having been employed in proofrooms for some time past, I have observed the efforts of proofreaders and copyholders to shorten the time required in reading copy. As the following list has been of great assistance to me, I think it will help your readers who are interested in proofreading."

When five or less words are quoted, underlined, in italics, or inclosed in parentheses, pronounce: "Five quoted," "Five underlined," "Five its," "Five paren."

Word	Pronounced
------	------------

a. m.	am.
apostrophe	pos.
Aug.	aug.
Ave.	av.
billion	bil.
Cal.	cal.
Chicago	chi.
Co.	coh.
Cohan	co han.
Cohen	co hen.
comma	com.
Conn. (Ct.)	cut.
c. o. d.	cod.
Dec.	des.
D. C.	dik.
Del.	del.
doctor	dock.
dollar	dol.
etcetera	ets.
exclamation-mark	bing.
Fla.	flah.
Feb.	feb.
Frederic	fred er is.
Frederick	fred er ick.
f. o. b.	fob.
Ga.	gah.
Greene	green e.
hundred	hun.
hyphen	hif.
inc.	ink.
interrogation- mark	hay.
italic	it.
Jan.	jan.
Jr.	jer.
Levy	lev e.
Levy	lev i.

Word	Pronounced
------	------------

L. I.	li.
Louis	loo e.
Lewis	le wis.
Mac	mack.
Mc	mick.
Md.	mud.
million	mil.
Moor	moor.
Moore	moor e.
Mr.	mer.
N. C.	nek.
N. D.	nud.
Nov.	nov.
N. J.	nuj.
N. Y.	ni.
Oct.	oct.
paragraph	par.
Pa.	pah.
parenthesis	paren.
per cent	per.
period	point.
p. m.	pam.
R. I.	ri.
San Francisco	san fran.
S. C.	sek.
S. D.	sud.
Sr.	ser.
St.	ste.
semicolon	sem i.
Sept.	sept.
Thompson	thom p son.
thousand	thow.
U. S.	us.
U. S. A.	usa.
Va.	vah.
Vt.	vit.
Wm.	wim.

EDITOR'S NOTE.—The general idea here, of saving time, is excellent but not new. Individual proofreaders have always had their copyholders read with some shortening devices for certain terms, or quick but unmistakable expressions for certain forms, but no standard list of such abbreviated expressions has ever been made to my knowledge. Some of the shortenings in this list are known and used by everybody. Others seem objectionable to me, because they do not actually save time or breath, and even more because they are not distinctive enough. Nothing is commendable in reading copy that is ambiguous or obscure. Such is my personal opinion.

Split Infinitive Questioned

C. H., Bakersfield, California, asks: "In the sentence as it was printed, 'The Governor of Lower California openly is defying the Mexican Government,' is not the word openly placed in the wrong position? Why not 'is openly defying'?"

Answer.—Although the common understanding of an infinitive comprehends only the verb preceded by the preposition to, as in the words to defy, undoubtedly the order of the word challenged is based on the overworked rule that an adverb must not be placed between the parts of an infinitive. Thus "to openly defy" is not permissible according to widely held notions of correctness, and that must be the analogy which indicated the rejection of "is openly defying." I am not one of the strenuous objectors to the split infinitive, for, while the adverb's best position is most often before or after the verb, it is frequently most unambiguous when placed between the parts of the verb. Accordingly, I can not say that "openly is defying" is wrong, though I am pretty sure that I should write "is openly defying." Many other persons might prefer "is defying openly," and they likewise would not be wrong. The ordinary proofreader's best action is to follow copy, unless otherwise directed authoritatively. Some editors expect proofreaders to correct the grammar even of copy when plainly wrong, and many of our editors and authors insist that their copy must be followed literally. Hence our advice to follow copy unless instructed or specially authorized to do otherwise. Even if allowed to change on occasion it is advisable for the reader to be cautious, for employers prefer as little as possible of correction that is not paid for.

FIVE YEARS OF RISING COSTS

BY W. R. COLTON



THE composite costs for the first half of the year 1920 having become available, it is of interest to clearly see what the rising scales of wages and overhead expenses of the past several years have done to increase the cost of operation in the printing business, the index being the productive hour costs in the various departments. A mere comparison of the hour costs would be inaccurate, as this would take no cognizance of a controlling factor in these costs — the percentage of productive time. Therefore, each department hour cost for the several years has been reduced to the empirical standard of 100 per cent productive time (empirical for the reason that such a standard can not be maintained in actual operation).

For example: An hour cost of \$2.62 at 63 per cent productive time is equivalent to an hour cost of \$1.64 at 100 per cent productive time.

Having reduced all the hour costs to this 100 per cent production standard, this cost for the year 1916 is taken as a basis for comparison with the subsequent years.

To avoid needless detail, machines are given in broadly inclusive groups: All platens, whether hand or mechanically fed, are combined, as are all cylinder presses of whatever size. This does not change the comparative percentages, and the resulting figures are more easily analyzed.

	1916	1917	1918	1919	1st Half 1920
Hand composition.....	100	118	148	178	192
Machine composition.....	100	86	107	141	144
Platen presses.....	100	87	113	133	135
Cylinder presses.....	100	107	132	163	173
Cutting, folding and ruling machines.....	100	110	145	152	156
Men's bindery (hand and machine).....	100	95	120	120	149
Girls' bindery (hand and machine).....	100	104	132	154	186
Average.....	100	104	126	147	157

It will be noticed that the increase in business for 1917 over 1916 in some departments more than counterbalanced the rising cost of operating expenses, but that in the following three years the costs have risen so rapidly that in the hand composing

room for the year 1920 the hour cost has nearly doubled in less than five years, and for the plant as a whole the hour costs are 57 per cent greater in 1920 than in 1916.

	1st Qr. 1920		April 1920		May 1920		June 1920		2d Qr. 1920		Jan-June 1920	
	Hr. Cost	% Pro.	Hr. Cost	% Pro.	Hr. Cost	% Pro.	Hr. Cost	% Pro.	Hr. Cost	% Pro.	Hr. Cost	% Pro.
Hand Composition.....	\$2.59	63	\$2.64	63	\$2.61	66	\$2.64	62	\$2.63	63	\$2.61	63
Slug casting machine.....	2.75	71	2.84	75	2.74	74	2.78	75	2.78	74	2.76	72
Platen press 10 by 15 and smaller.....	1.31	54	1.30	57	1.29	59	1.33	50	1.30	55	1.30	54
Platen press over 10 by 15.....	1.62	44	1.58	50	1.59	51	1.82	46	1.66	49	1.64	46
Platen press, mech. fed, 10 by 15.....	1.29	53	1.24	60	1.26	59	1.28	51	1.26	56	1.27	55
Platen press, mech. fed, larger.....	1.64	51	1.54	54	1.42	55	1.70	53	1.55	54	1.60	52
Automatics.....	2.11	49	2.30	59	2.18	63	2.26	55	2.24	59	2.17	54
Pony cylinder.....	2.50	62	2.52	65	2.39	68	2.45	58	2.45	63	2.47	62
Medium cylinder.....	3.15	67	3.23	63	3.11	67	3.31	67	3.22	65	3.18	66
Cutter.....	1.89	53	1.96	62	1.76	78	1.86	56	1.86	65	1.87	59
Hand fed folder.....	1.85	42	1.87	43	1.92	54	2.00	35	1.93	44	1.89	43
Machine fed folder.....	2.48	52	2.49	50	2.21	63	2.37	50	2.35	54	2.42	53
Ruling machine.....	1.73	68	1.87	71	1.89	72	2.00	64	1.92	69	1.82	68
Bindery A.....	2.26	73	2.35	90	2.23	98	2.27	89	2.28	92	2.27	82
Bindery B.....	1.70	79	1.70	84	1.57	90	1.55	87	1.60	87	1.65	83
Bindery C.....	1.33	54	1.30	73	1.07	85	1.23	77	1.20	78	1.26	66
Bindery D.....	0.78	81	0.82	88	0.86	88	0.83	86	0.83	87	0.80	84

Hour Costs for the First Half of 1920.

Being the results of a composite of the monthly cost reports of the members of the United Typothetae of America. Prepared by the department of research.

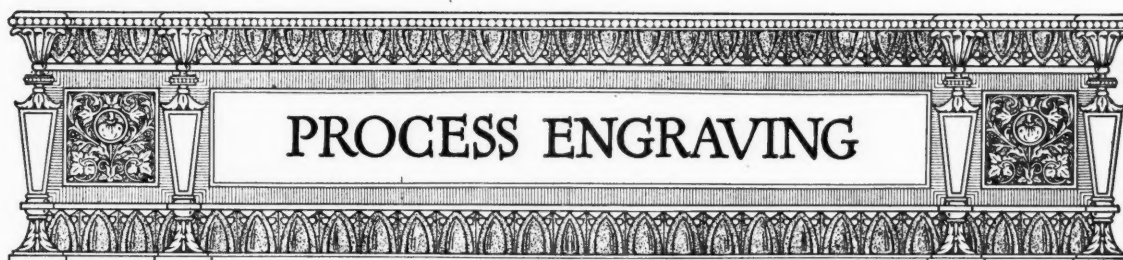
A LINOTYPE KINK

Here is another way, small though it is, of causing Father Time to perspire a little more freely in his relentless pursuit. In composing blank forms on the linotype, using perpendicular rules and horizontal leaders, with blank slugs between the leader lines, it has long been customary to cast the blank slugs first from the assembled line of leaders and rules in the upper or bold face position; then allowing the line of matrices to drop into lower position without removing from the first elevator head, in order, by using the same assembly of matrices for both blanks and leaders, to get a good alignment of the perpendicular rules.

To save time, prevent searing the fingers, and achieve greater results use the first elevator filling piece, a simple and comparatively new device. Assemble the leaders and send them into action in the roman position. Recast, and as the first elevator ascends to full height, swing the filling piece on its hinge. Without stopping the machine, change the position of the filling piece with the left hand each time the elevator ascends, and the result will be alternate blank slugs and leader lines, each of them containing perpendicular rules properly assembled in the stick.—H. A. Farnham.

DEVELOPING THE SMALL PROSPECT

There are only two ways in which a printer can get more business. One way is by taking printing from a competing house, the other by creating a demand for printing which would not otherwise be done. The latter is the more constructive method, but it is a matter of slow, patient work. Creation of demand for a large order, such as a handsome catalogue or a series of booklets, is not a task for any but the largest plants with established service departments. The chance to actually develop business in such fields is limited, but there remains the hundreds of thousands of small firms who need the suggestive ideas much more and who can be sold more readily if the printer can content himself to start with small orders and work slowly until the buyer sees the value of printing. It is here that the Gordon press is an indispensable selling force. The quantities of printed matter are low, the sizes small and a reasonable price is all important. The printer who gradually works up an account on such a basis is not only building a substantial foundation, but is making a distinct contribution to the printing industry.



BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers, are solicited for this department. Replies can not be made by mail. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

Offset Printing From Type High Blocks

J. H. F., New York, writes: "For many years I have waited for THE INLAND PRINTER to come each month, to read it almost from cover to cover, and this is the first time I have bothered you with a question, which is this: As printing from a flat surface, like a litho stone, on to a rubber blanket and then offsetting gives better printing on rough surfaced stock (I have good results on sandpaper), then why not print from type and photoengraved blocks on a rubber blanket and offset that on rough paper stock?"

Answer.—This has been tried; in fact, much money was spent on a press to do it, without success. It is still being experimented with, both in this country and abroad. A peculiarity about the type and engravings used in this way is that they must read right in the form, for the impression is reversed on the rubber blanket and of course reads right on the paper. It means specially cast type and compositors trained to set it. The chief difficulty to be overcome is this: When printing from type on a soft rubber blanket the latter is indented slightly and takes away the ink, not only from the face of the type but also any that may be attached to the sides of the letters, so that type printed in that manner by the offset method has a "squashed" appearance. This applies even to a greater extent to halftone printing, which requires so much more pressure. Most excellent results are being had at the present time where the rubber blanket receives its ink from an intaglio etched plate and it would seem that the future of offset printing pointed to the use of intaglio instead of planographic or relief plates as the original plates.

A Perfect Coating of Etching Ink

Louis R., New York, has been examining with a microscope ink films on exposed zinc plates. He rolled the ink on with a smooth skin litho roller, using the best etching inks he could buy, direct from the can, and also softened the ink with turpentine, oil of lavender and OO litho varnish. Under the microscope the ink is not on the plate in an even film as it appears to the eye. He finds the ink in grains with the zinc showing between the grains. Using the ink stiff the roller leaves it on the plate looking like fur under the microscope. When the ink is softened slightly with turpentine it comes nearest to giving a homogeneous film. The only way he found to cover the zinc completely was to roll the ink on so heavily that it would smear in development and close up fine spaces between lines. He offers this information to etchers who do not know that when they have a gray film of ink on the zinc the latter is not completely covered.

Answer.—As line engraving is coming more into demand this is a timely subject. It might be said that line engravers who pride themselves on the fine quality of the zinc etchings they turn out, use first a smooth skin litho roller and by much rolling with etching ink direct from the can on a slightly

warmed plate they know that the gray film they get is like a coating of fine fur, so they use a smooth composition roller afterwards to "lay the fur down," as they term it. At any rate, they get a more homogenous coating of ink in that way. It is well known that during development the greasy ink piles up on the lines and fills up the spaces between the grains of ink. Even if they were not completely filled, the dusting afterwards with finely powdered resin and dragon's blood fills up the minute crevices between the ink grains, which after heating produces that perfect acid resisting protection for the finest lines, and thus makes zinc etching so successful.

The Printing Process of the Future

William Gamble, of A. W. Penrose & Co., London, in giving an opinion as to what will be the printing process of the future says: "My view is that letterpress printing has gone as far as it can, and no advance can be looked for. It is not the ideal method for photomechanical printing surfaces. Halftone blocks are difficult to produce and difficult to print. A collotype plate or an offset plate is much cheaper, and with the possibility of cheaply making repeats, the difference in speed of printing can be readily equalized. If means could be devised for getting as good a result from the offset plate as from the letterpress block, the offset press would be a very powerful competitor of the letterpress printed halftone. As regards the rotogravure process it is cheap only for long runs, because of the initial cost of producing the cylinder. To produce a large sheet of rotogravure illustrations, eight pages up, the size of *The Illustrated London News*, will come much cheaper by rotogravure than producing the corresponding halftones and making up type forms, making ready and printing by letterpress, and the rotogravure results will be incomparably better. Printers should be prepared for these changes—ready to adapt themselves to the ever changing conditions. The way to prepare is by thorough technical training. Know something more than that which is necessary to hold your job. Study these photomechanical processes, for even if you do not work them you will find them profoundly interesting."

Halftones That Are Uniformly Deep

"Photoengraver," Boston, writes: "I noticed that some of the halftones shown at the Cleveland convention were almost as deep in the fine dots in the shadows as they were around the relief dots in the high lights. On examining the halftones made in my own shop, and others that I have seen since my return, I find that the fine dots in the shadows are never very deep. Can you tell the secret of the deep etching in the shadow dots?"

Answer.—The chlorid of iron etching solution does not show any partiality or discrimination in etching, in a machine for instance. It eats into copper wherever it can get at it, whether the exposed surface of the copper is great or small, but the trouble is the etching fluid can not get at the copper in

the shadow dots, they are usually covered with a thin film of hardened glue called "scum." In shops where the one who develops the print is clever enough to know just when every dot is free from scum, they get deep etching in these dots. Unfortunately, there are few plates given to the etcher that are thoroughly free from scum. After they are burned in they are scrubbed with salt and acetic acid, or chromic acid, but this does not always remove the scum in the shadow dots. The best time to remove scum is during the development, using a little hot water for that purpose. If the finest dots in the shadows of the negative were only as intense or opaque as the broad intensified areas in the negative, there would be no scum in the small shadow dots in the print on the copper. So the trouble begins in the negative. A skilful workman can tell instantly with a glass whether the shadow dots are free from scum before he burns in the enamel, for after it is burned in it is most difficult to remove. It may break away during the etching, but not until long after those parts which were free from scum are etched quite deep. This accounts for the difference in depth in the halftones etched in your shop.

Die Printing and Embossing

Governments were the first to use die printing and embossing for stamped envelopes and stamped wrappers. It was apparently considered for a long time that only governments had the rights to the method, until one day an engraver etched a zinc plate from a positive, to print a black background and show off white lettering. He proved his intaglio engraved plate with a soft backing behind the proof, with the result that the latter not only showed white letters on a black ground but also a beautiful embossed effect. This so pleased the customer that he wanted the edition from the plate printed to show the embossing as well. The result has been presses specially built for the purpose, strong enough to emboss show cards and with plenty of ink rollers for distributing purposes.

The Dougla-graph Process

So many requests have reached this department for a method by which the photoengraver can get a print on a grained zinc or aluminum plate for the litho offset printer that considerable space is given here to a method used by G. Douglas, superintendent of the Egyptian photoprocess department. The advantage of this process is that it produces a strong ink image in absolute contact with the grained zinc, or aluminum, and not an ink image on top of a colloid film, as is the case when the regular albumen or enamel process is used by the photoengraver. A similar method was patented in this country on October 11, 1881, by the Rev. Hannibal Goodwin, inventor of the celluloid roll film for photography, and was put into practical use by the present writer the same year. A drawback to these methods is that the print on the metal must be made from a positive instead of from a negative. This positive should preferably be on glass, or it may be a drawing on tracing cloth or a translucent paper, or type matter proofed on onion skin paper. For direct planographic printing from metal the positive must read right, while for offset printing it must be reversed as to right and left.

The Metal Sensitizer

A clean, finely grained aluminum or zinc plate is washed well with a sponge under a tap and drained slightly, then coated with the following sensitizing solution:

No. 1.—Gum arabic, white, twenty per cent solution; liquid ammonia .880, 3 drams, 20 minims (12 c.c.), in each 36 ounces (1 liter) of solution.

No. 2.—Ammonium bichromate twenty per cent solution; liquid ammonia .880, 3 drams, 20 minims (12 c.c.), in each 36 ounces (1 liter) of solution.

Take three parts of No. 1 solution and add to it one part of No. 2. To each liter of the mixed solution add 84 minims

(5 c.c.) of liquid ammonia .880. The mixed solution does not keep, so only enough should be made up for the day's use. This solution is carefully filtered, then flowed over the metal plate and the excess drained into a bottle so it may be used again; the plate is then turned and coated from the opposite side, drained slightly, and fastened on the whirler, which is given a few turns just to equalize the coating. The plate is then placed in a drying oven, or dried over a hot plate or stove in a dark room. The plate should not be permitted to get warmer than 158° F. (70° C.), or the coating will become insoluble when it has done its work as a stencil and it is necessary to remove it. A number of plates may be sensitized at a time, as they will keep for several hours.

Printing and Development

A vacuum printing frame is used, and the time of exposure can be learned only through practice, as it depends upon the strength of the light and translucency and whiteness of the original. It will be understood that the slightest trace of yellow or orange in the paper or tracing cloth containing the positive print will make it almost opaque to the actinic rays of light that harden the bichromatized gum arabic. Originals on tracing cloth in full Egyptian sunlight require about two and one-half minutes, while those on ordinary white drawing paper require about fifteen minutes. When the plate is taken out of the printing frame the image shows as yellow lines on a brown background. A very small quantity of developer composed of glycerin, 9 ounces (250 c.c.s.), and sulphuric acid, 3½ drams (12½ c.c.s.), is now poured on the plate and worked over with a sponge; in a few minutes it will be observed that the yellowness of the lines has disappeared and the image is seen clearly as silvery gray lines on a brown background. It is essential that the lines be developed clear of all gum arabic. The plate is now cleaned with methylated spirit to get rid of the developer. This is done by pouring some of the alcohol over the plate and wiping off with clean white rags, repeating the operation several times, and finally rubbing the plate dry.

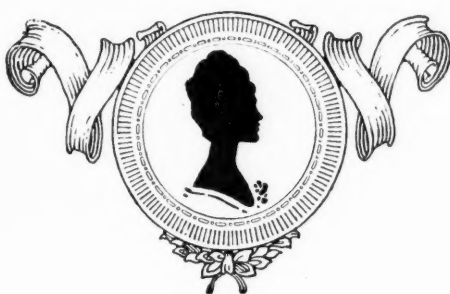
Getting the Ink Image on the Metal

When dry the plate is inked with a special ink composed as follows: Asphalt in turpentine to make a ten per cent solution, four parts; etching ink or transfer ink in turpentine to make a ten per cent solution, one part; shellac five per cent in alcohol with one-half per cent palm oil, two parts. The bottle containing this liquid ink is well shaken and a small quantity poured on the plate and quickly distributed by means of a piece of rag. The ink dries quickly, and the plate can then be put at once under a tap of running water, when the gum arabic stencil washes away, leaving the ink image in absolute contact with the grained zinc or aluminum. A sponge or tuft of wet cotton assists the removal of the gum arabic stencil. Should the gum not come away easily, due to overheating the plate or any other cause, it can be removed by dipping the sponge in a one per cent sulphuric acid solution and washing the metal plate with that.

Plate Now Ready for Planographic Printing

The image on the zinc will now show up clear and sharp. The plate is washed well under the tap, dried off quickly, wiped over with a weak solution of gum arabic, and dried. It is now passed on to the printer, who treats it in the ordinary lithographic manner. By means of this process it has been found possible to reproduce ordinary typewriter matter when it is carefully typed in black ink on thin white paper of uniform thickness. It is thus possible to produce copies of reports quickly and cheaply, in a permanent ink, when the cost of setting the matter in type and then printing would be prohibitive. This method can also be applied to halftone reproduction after mastering production of line drawings.

DEPARTING from its custom for several years of presenting examples of holiday printing in the December issue, THE INLAND PRINTER shows on this page and the five following pages suggestions for Christmas and New Year's greetings. This is done to give printers an opportunity to begin now to create a demand for work of this character, and thus avoid the rush which usually characterizes the holiday season. Several noted typographers and artists have contributed samples to this month's insert, which are supplemented by designs originated and developed by the editorial staff of THE INLAND PRINTER. These, together with the sales suggestions by La Fayette Doerty, on the page immediately following this insert, are worthy of careful study by our readers.



Christmas Greeting

Good Friend

May good cheer be your portion

KATHRYN BLOCHER

Hopes to assist in promoting your happiness
and cordially extends
best wishes
for

A Happy New Year



THE HOLIDAYS
1920-21



*"May the Giver of Gifts
give unto you
That which is Good and that
which is True;
The Will to help and the
Courage to do;
A heart that can sing the
whole day through
Whether the sky be gray
or blue.
May the Giver of Gifts
give these to you."*

Mr. & Mrs. B. W. Radcliffe
Nineteen Nineteen
Macon, Georgia



*Heartiest Christmas Greetings
and best wishes for the coming year
Destiny may hand us a few lemons, but together
we can put one over on him by
starting a lemonade
stand!*



MAY the coming year be one of
discontent—the divine dis-
content that does not rest on
the oars of past achievement, the dis-
content that strives for clearer vision,
higher aspirations, better work.

* May Courage, Cheerfulness, and
Calmness be yours. As your friend
I shall be glad and proud of your
success * *



Two Characteristic Designs
(upper left and center) by
Axel Edw. Sahlin, Super-
intendent Typesetting De-
partment at The Roycroft
Shops, East Aurora, New
York.

Interesting Mailing Card
(lower right) by Associated
Artists of Philadelphia.



A FRIENDLY REMINDER
that any of our good friends
who wish to send Greetings
this Christmas to their good
friends should have the art
work finished and plates in
the hands of their other friend,
the printer, before the
Ides of October.

**ASSOCIATED ARTISTS
OF PHILADELPHIA**
1630 Sansom Street



IT · WOULD · GIVE · ME · GREAT · PLEASURE · TO
 BE · ABLE · TO · TAKE · YOUR · HAND · AND · PER-
 SONALLY · EXTEND · THE · COMPLIMENTS · OF · THE
 SEASON · BUT · LACKING · THAT · OPPORTUNITY · I
 SEND · YOU · THIS · REMINDER · THAT · I · AM
 THINKING · OF · YOU · AND · WISH
 YOU · A · MERRY · CHRISTMAS

CHARLES MUNROE
 1920



*Wishing You
 A Merry Christmas*

*We send you this Greeting
 Without any fuss,
 Because we regard you
 As just one of us.*

THE CRISSEYS
 OAK CREST

The College Inn

HOTEL SHERMAN

+

Menu

Grapefruit, Maraschino

Celery Queen Olives Radishes

Mock Turtle Soup

Broiled Sea Scallops, Maitre d'Hotel

Saute Potatoes

Punch Raspberry

Small Tenderloin Steak au Cresson

Cauliflower au Gratin

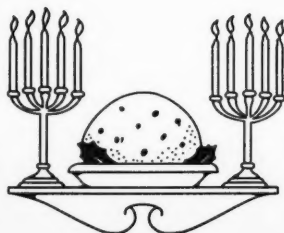
Fried Potatoes

Apple Salad, Mayonnaise

French Ice Cream Fancy Cake

Cheese Crackers

Demi Tasse



GLORIA · IN · ALTISSIMIS · DEO
 ET · IN · TERRA · PAX
 HOMINIBUS · BONAE · VOLUNTATIS

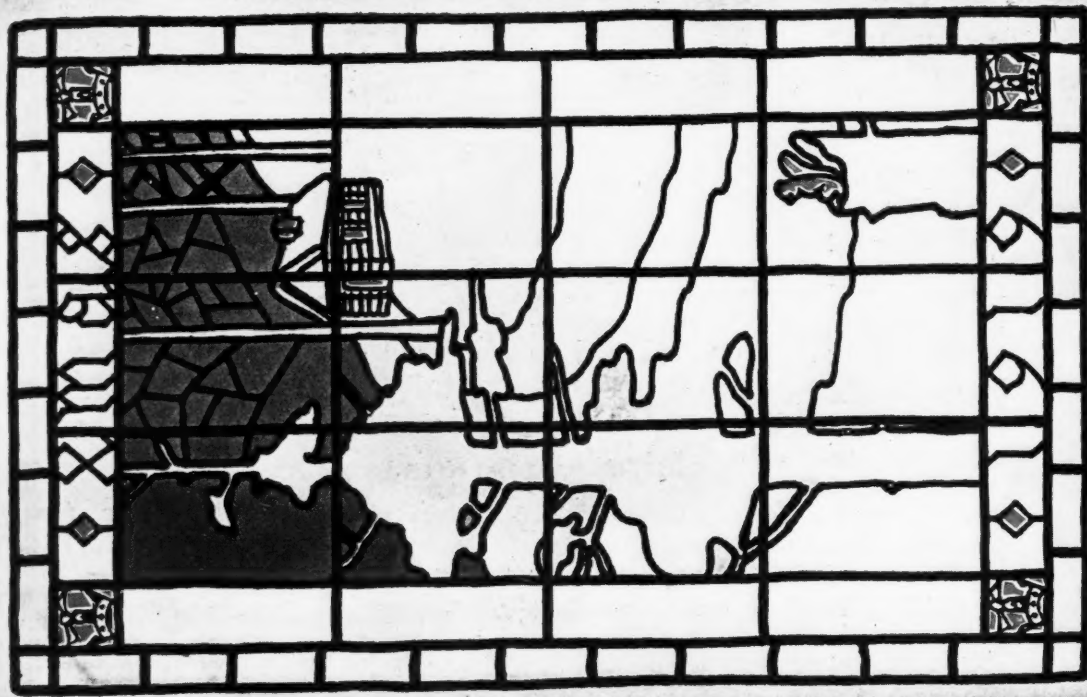


Russell S. White (Illinois '18)

KEEP the telephone of your mind forever
 transmitting thoughts of Love, Purity, Joy
 and Health; then when disease, sorrow,
 lust or hate try to call you up, they will always get
 the busy signal. Soon they will forget your number

(YOUR SIGNATURE HERE)

*This is my thought as I send you my
 Greetings for the Holidays*



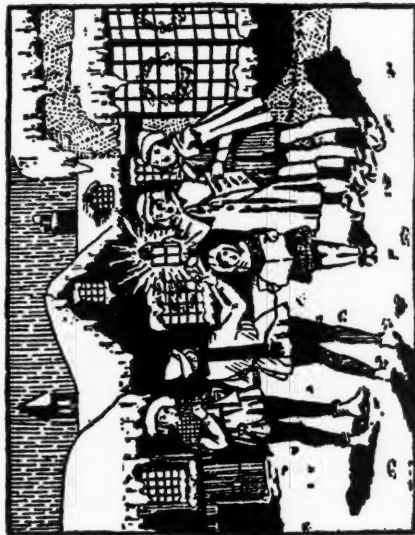
First Page of Christmas Folder by The Mortimer Company, Ltd., Montreal, Canada.
Originally Printed in Black, Blue (sky) and Brown.

THIS IS THE SEASON OF CHRISTMAS CHEER

Once more the shops are crowded with toys. In front of the grocer's are piles of conifers in their delightful green, And over the earth the gentle snow has laid a beautiful carpet of white.

ing, O my soul, of the glory of Liberty. May the snow be Symbolic of their faith who gave all for its protection. Let the evergreen be a token of our undying gratitude to them.

Oscar and Sue Jackson



VE olde-tyme flave that pealeth out
To Chriftnas revelers all,
At ye tavern-tap and waffail bout
And in ye banquet halle—
Whiles ye olde burden rings again,
Add yet ye verfe as due:
“God blefs you, merrie gentlemen—
And gentlewomen, too!”

ARTHUR C GRUVER
December 25th
1919

This Card Was Originally Hand Colored and Printed on Heavy Antique Finish Stock,
Presenting a Delightful Appearance and Something Decidedly Unusual.



**Christmas
Greetings
from Mr. & Mrs.
Allen M. Reed**

K

Designed and Lettered by Bernhard A. Kleboe,
With Bertisch & Cooper, Chicago.



Window Card (upper right-hand corner) Used by La Fayette Doerty, Findlay, Ohio, in Selling Holiday Greetings. Other Advertising Matter Is Shown, Together With Some Specimens of Mr. Doerty's Work. Read His Letter Shown on the Next Page.

LA FAYETTE DOERTY TELLS HOW HE HANDLES HOLIDAY GREETINGS



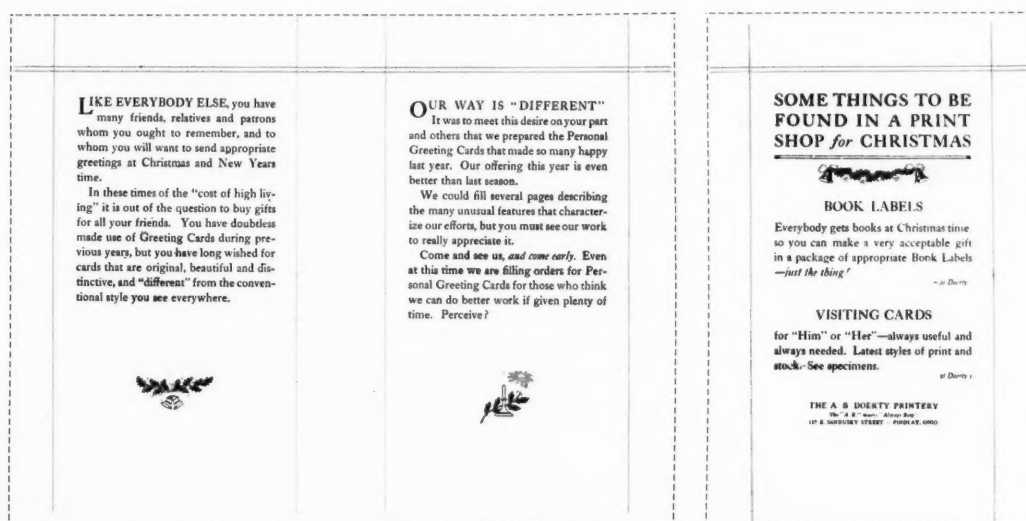
LONG about last September when the insert which precedes this page was still more or less a dream, with now and then a rough layout, the writer of these lines wrote to La Fayette Doerty, of Findlay, Ohio, mentioning our plans for the November issue of THE INLAND PRINTER. We outlined briefly the plan for an insert of holiday greetings and asked Mr. Doerty whether he would care to send a few holiday cards that might offer suggestions to aspiring compositors who had already sharpened their pencils and were preparing layouts for the annual array of holiday printing. Mr. Doerty replied with a regular avalanche of samples, together with a long letter telling of his plan of handling Christmas and New Year's printing. His suggestions are so timely that we pass the letter on to our readers just

message and a certain ornament other than the one on the card he fancies, why I just make up an order for such and such a message and ornament, and thus we make 'em happy that way.

"See that little Santa Claus label (4)? During the month of December *all* my delivered jobs carry that label and the package is wrapped in holly paper. Thus the Christmas spirit permeates all our activities, whether Christmas printing or regular commercial work.

"About the window display: Many orders, *most* of my orders in fact, come in through the advertising force of my window display. See that bank check from Pemberville, Ohio (5)? A traveling man noticed my display in the window and it gave him an idea. He came in and put a pinch of salt on the tail of that idea. Result, a Christmas bank check. He came back some weeks later and had greeting cards printed also.

"I make greetings for pastors, lodges, business concerns, the Boy Scouts, and Sunday schools. See that folder of the



Two inside pages and last page of folder mailed about November 15 to clients of Mr. Doerty. The first page is reproduced with the other specimens referred to in his letter to THE INLAND PRINTER. Twenty-four hours after mailing, enough orders were received to pay for the folder, including the cost of mailing.

as it was received by us. Numbers in parentheses refer to reproductions which appear on the preceding page.

"The middle of last November I mailed about two hundred of the folders in the envelope entitled 'He Is On the Way' (1 and 2). I declare that even that early, within twenty-four hours after I sent the folder out I received enough orders for personal greeting cards to pay for it and the postage.

"Beginning with the first of December I make a pretty window display of personal greeting cards and use a series of window advertising cards mounted on heavy brown mat board and tied with a big red silk bow. I change the greeting cards every day or so, likewise the window cards. The greeting cards I have arranged nicely about the window on little green easels.

"I have 'oodles' of Christmas ornaments, and if a customer prefers, I let him furnish his own greeting, select the ornament that suits his fancy, and proceed to print a *personal* greeting card for him. Most of them, however, just come in and say, 'That one over there in the corner suits me first rate; just make fifty for me,' or a hundred, as the case may be. So I put the customer's name in the form instead of the name on the sample selected, and print a *personal* greeting for him from a form some one else has used. But if he likes one

baby in the automobile tire (6)? Mr. Rosencrans is the tire dealer, daddy of the baby in the tire, and author of the verse. See that Sisterhood Bible Class calendar (8)? I happen to be the teacher myself, so forty-five women in the class, and about thirty more who should be, got that calendar last December. In 1914 I was president of the Men's Bible Class — see the folder (7). My picture is in the left panel boosting the child up the tree — my own boy, by the way, and some boy! That boy has been through the World War since that picture was taken — see his greeting card of last year (3). Here I go getting into personal *family* affairs instead of personal *greeting* cards.

"They say that Doerty is 'nuts' on printing in general. But be that as it may, the smallest print shop in Findlay is always busy, and occupies a building that is all its own. If I have given you any 'dope' that you can use, you are indeed welcome; pass it on.

"The Lord has given us two main privileges: (1) to learn a thing and (2) to tell some one else. The knowledge we keep we lose, and the knowledge we give away we keep. Here's my hand grasp over the miles. Best wishes for the success of the many holiday printers all over the country who read THE INLAND PRINTER. Continued success to them!"

JOB COMPOSITION

BY J. L. FRAZIER.

In this department the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and the examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles — the basis of all art expression.

By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws. Replies can not be made by mail.

TWO REMARKABLE PORTFOLIOS



HERE is an old proverb, familiar to most of us, which says that "Pride goeth before a fall." We feel sure that Solomon, the Hebrew sage, must have used it to warn his readers of the outcome of false pride, pride that is not justified or pride over something that does not justify it. Why this quality should be generally recognized as only a fault we can not fathom. It is unfortunate that the *virtue pride* is not more generally recognized, for real, justified pride is one of the most inspirational, educational and honorable of personal qualities, especially when confined to one's work.

We have known many typographers capable of doing far better work than they did whose work was not so good as it ought to be simply because they did not take pride in the doing of it. Such men do not save samples of their work, which would be an absolute index of the pride taken in doing it; nor do they collect and maintain files of the work of others, which would be an absolute index of their desire to do better work. Had they done either they would have been inspired to better work, for if we have learned anything in our experience on THE INLAND PRINTER it is that the fellows who do the best work have, as a rule, "loads and loads" of samples. They are, like all good craftsmen, proud of a particular job they have done and keep a sample. To satisfy their vanity, you ask? No, to satisfy their justified pride in achievement. They keep this up. They study the collected samples from time to time, and the educational influence of the practice improves their taste and increases their visual capacity. In time some of the specimens, kept to satisfy the pride of the moment, are discarded, perhaps in dis-

gust, as ability to see faults increases, and only the best are preserved. Among the great army of men who think enough of

THE INLAND PRINTER to submit samples of their work to the editor of this department are Axel Edw. Sahlin, of the Roycroft Shop, East Aurora, New York, and Arthur C. Gruver, of the MacGregor-Cutler Printing Company, Pittsburgh, Pennsylvania. Both these men have exceptional pride in their work, evidenced by the frequency of their contributions to these columns.

We did not intend to lecture on pride, as we seem to have started out to do. The foregoing remarks were prompted because pride was the foundation of two remarkable portfolios done by Messrs. Sahlin and Gruver, and these portfolios are the real subjects of this review.

Mr. Sahlin has just issued Volume III of "Sahlin's Typography," a portfolio that he publishes annually, containing what he considers his best work of the year. Volumes I and II

have been reviewed as they have appeared; we therefore dedicate a part of this section to a review of Volume III in the belief that the

manifestation of pride Mr. Sahlin has in his work will influence others to do likewise, in a measure at least, and thereby raise the standard of type display through the general stimulating effect upon others in the trade. As may be seen in the illustration of the portfolio (Fig. 1) the design of Volume III is the same as on Volumes I and II, yet in the original at least it gives an altogether different appearance and a refreshing change, because the colors of ink and stock are different. On the sides of the board covers Mr. Sahlin used a gray green hand made laid cover stock. The rules are printed in gold, the type and illustration in deep green. An indication of the exceptional pride and the deep interest Mr. Sahlin has in his craft is

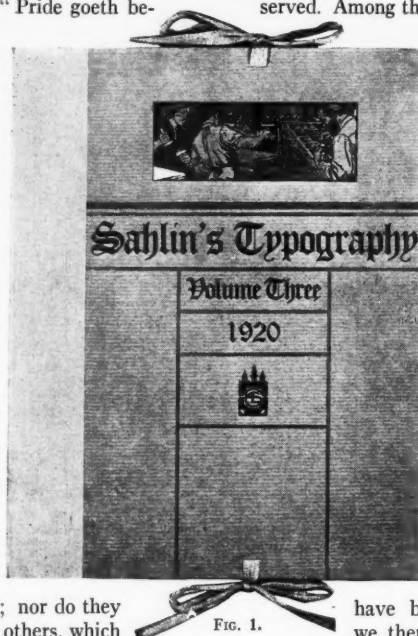


FIG. 1.



FIG. 2.

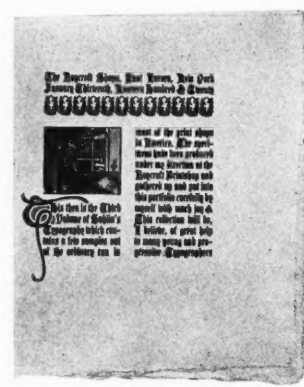


FIG. 3.

given by the fact that he has filled in the illustration with water colors. The cloth over the hinge is yellow and the whole effect is indeed rich looking, bright and very attractive.

On the inside leaves, which are inserted loosely, Mr. Sahlin has mounted samples of his interesting work. These leaves are of the same hand made stock as used for the sides of the cover of the portfolio.

On the first of these leaves Mr. Sahlin has mounted a pamphlet, "Introducing Volume III of Sahlin's Typography," the title and a text page of which are reproduced as Figs. 2 and 3. This pamphlet has a medieval bookish look that denotes the craftsman, the artist for art's sake.

Almost coincident with the receipt of Mr. Sahlin's portfolio another was received from Arthur C. Gruver. This is gotten up in exactly the same manner, that is, so far as concerns the construction of the portfolio. Doubtless Mr. Gruver received one of the earlier editions of "Sahlin's Typography," thought it the good idea that it is and decided to perpetuate his own work in the same manner for his own benefit and that of his friends, considered among which, at least in our official capacity, is the editor of this department.

Fig. 4 shows the Gruver portfolio. The sides of the folder are covered with dark gray paper (brown here) imitating wood veneer, and the hinges are covered with India tint Japan stock. The title on the front is printed on India tint Japan stock in brown and red orange and tipped onto the paper covered board front. Mr. Gruver, like Mr. Sahlin, has a booklet attached to the first inside leaf outlining the purpose of the portfolio and giving expression to the designer's pride in his work. It was written by John T. Hoyle, instructor in English at the Carnegie Institute of Technology. The title and an inside page of this pamphlet, corresponding to that at the front of Sahlin's portfolio, are reproduced as Figs. 5 and 6.

Now, here are two men, both intensely proud of their work, both intensely devoted to their craft, both decidedly able, yet their styles — their technique, you might say — are decidedly different.

As we examine Sahlin's work we are impressed with the great amount of character and distinction that it has. For years identified with the Roycrofters, a personalized organiza-

tion, dominated by a man of whom the typography is suggestive — original, impressive, distinctive, characterful, Mr. Sahlin's printing stands alone, the only examples of their kind.



FIG. 4.

In the success he has enjoyed in combining the style of his native Sweden with that of Robert Morris, and other champions of the robust in printing, and Will Bradley, and other champions of the decorative

in typography, Mr. Sahlin must be given high praise for having at least helped in the development of a style for the institution of which he is part; this in spite of the fact that his work is sometimes open to criticism because he selects types for their decorative value rather than for their legibility, and because it is quite too ornate as a general rule, according to present day popular taste. Figs. 7 and 8 are characteristic Sahlin samples and it is safe to say that wherever they should be seen a large percentage of the readers would guess that they emanated from the Roycroft shops.

Now we will turn to two of Mr. Gruver's samples (Figs. 9 and 10) selected from those in his portfolio. Strikingly different from Sahlin's work, aren't they? We find them admirable from altogether different qualities. In this connection we are not averse to stating that in our opinion Mr. Gruver's work is about the best

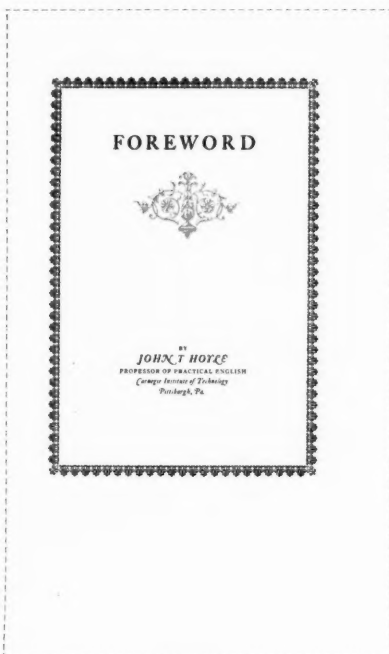


FIG. 5.

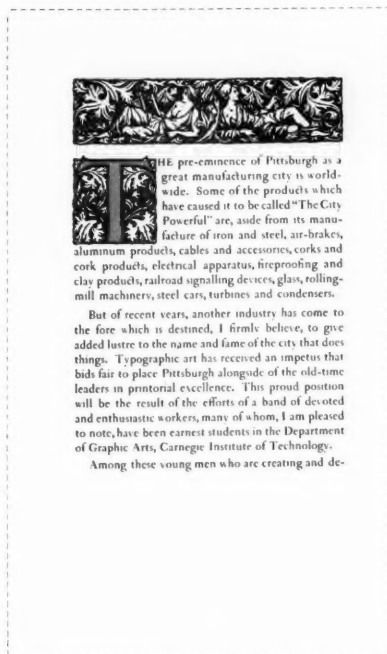


FIG. 6.

THE PRINTER'S PUBLICITY

BY FRANK L. MARTIN

This department will be devoted to the review and constructive criticism of printers' advertising. Specimens submitted for this department will be reviewed from the standpoint of advertising rather than typography, from which standpoint printing is discussed elsewhere in this journal.

Some Defects

There is an increasing lack of balance in printers' publicity when one judges as a whole the many specimens that come to THE INLAND PRINTER. Two things are essential in any piece of publicity produced in the interest of printing. First, it must be a good product of printing, if it is to serve as effective advertising for the firm issuing it. Second, its message, whether pictorial or written, must be of equal quality. In that I think that we will all agree.

When I assert that there is a lack of balance I mean that too often all of the stress is put upon the mechanical product in an effort to produce a creditable piece of printing. The context shows a palpable lack of care and thought, and the material used does not measure up in quality to the appearance of the house-organ, circular or brochure. More often this appears to be true in the case of house-organs. One reason, probably, is that some are trying to publish house-organs of too great a size. The producer, perhaps, has not the time, opportunity or ability to fill it with the sort of matter that it should contain.

There is no intention here to intimate that a piece of printing which a printer circulates as a medium of advertising should not be of the highest class. Of course it should. It is a sample product, and the work that he does in his plant is judged by it. There may be certain forms of advertising where the specimen of printing alone is sufficient for advertising purposes, but on the other hand, where the specimen is intended as a vehicle for conveying an advertising message or argument, there is clearly need also for placing equal stress on the context. Under such conditions the best efforts at a purely mechanical product will be very likely to fail.

Consider, for example, house-organs, for they are the worst offenders. One comes along that is really fine to look at. Well printed, on excellent stock, with fine illustrations and use of color, it would be difficult for any one to find anything to criticize, viewing it as a piece of printing. Glance through its twenty or more pages, and one is immediately struck with the thought that the editor has been hard put to it to find

matter to spread over its pages. The scissors have been used as lavishly as some editors of weekly newspapers use "canned stuff." Not all of it is bad, but the bulk of it is material without purpose or bearing on the question of printing or advertising.

We pick up another one, and here and there throughout its pages we find some effective advertising messages, but usually they are imbedded deeply in a maze of irrelevant matter. There is such a smoke screen of so called jokes, more or less pointless anecdotes and other printed matter of similar nature that the advertising message which the printer is trying to get across is exceedingly hard to find.

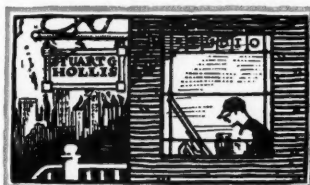
What seems to me to be another rather serious fault with the contents of many house-organs is the tendency to preach to business concerns about their advertising and the conduct of their business generally. Preaching, scolding and the custom of advising editorially isn't always the best way of impressing persons with the information or methods that you have to advance, especially when it is given in big doses.

The writer has no pessimistic feeling about the general character of the publicity which is coming from the printers. The contrary is true. Generally speaking it is fine. But there is room for improvement, we believe, along the lines mentioned.

"Shafer Service Magazine"

M. F. Shafer & Co., Omaha, Nebraska, have begun the publication of the *Shafer Service Magazine*, the first number of which appeared in October. The general purpose is to build good will. In this the Omaha company, which produces advertising specialties, photoengraving and

printing, does not differ from other concerns issuing service publications. But the *Shafer Service Magazine* goes far beyond the usual range of dealing with selling and advertising as applied individually. It has a larger target, namely, the intent of constructive discussions and comment on business in the larger sense. It is intended primarily for business men, with the purpose of affording for their benefit a medium for the exchange of views and ideas, as well as of current news, on the trend of affairs in the financial and business world.



**I've hung out my
shingle at 1237
Prospect where I
will convert your
advertising ideas
into illustration
The creation of
sales-producing
direct-by-mail
advertising art
and hand lettering
a specialty**

Stuart G. Hollis
Advertising Art
1237 Prospect

An original blotter sent out by Stuart G. Hollis, Cleveland, Ohio, to acquaint clients with his location.

As the magazine states in an introductory editorial, after reviewing the present status of business conditions and predicting an era of higher ideals in the whole business structure of the country:

"It is our privilege to help build the foundation for that new era of business to which we have referred, by collating

It is just as well perhaps that the magazine, judging from the first issue, does not devote all of its attention to these more general problems. More concrete matters, such as methods of selling and advertising, are dealt with in well written articles filled with practical suggestions and ideas. Somehow one is not allowed to forget that there is a competent

Shafer service ready to help in all selling and advertising matters, and therein the magazine serves as good advertising for the company and as a creator of good will.

The *Shafer Service Magazine* differs from the general run of house-organs, as you can readily see. Its scope and field of endeavor are wider. The company already has a house-organ dealing with internal matters. The company will no doubt consider questions of a specific nature from printers who wish to broaden their service, which could not be covered in this brief review.

"Etchings"

One can be sure of two things when he picks up a copy of *Etchings*, the small house-organ of Gatchel & Manning, Inc., Philadelphia, Pennsylvania. It is always interesting, and it is always of practical aid to the users of illustrations and cuts. And those are two essential qualifications for a house-organ of its type, representing the makers of photoengravings.

The September number has a charming front cover autumn scene (Fig. 1). Restful and attractive, it pleases at the start. On the inside of the cover there is a specimen of line engraving with Ben Day tint added, the subject being a child. There follows a brief article dealing with the ordering of cuts. Next comes an account of the plans for celebrating this year the three hundredth anniversary of the signing of the Mayflower compact and the landing of the pilgrims, and the meeting of the first American Legislative Assembly. One of the chief features of this article is the etching of the Mayflower which accompanies it. Then there are excellent

reproductions of commercial cuts produced by the firm, and lastly, effective illustrations of line engravings etched on copper. These are made from pencil drawings.

There you have a résumé of the September number of *Etchings*. We have had occasion before to commend this small, compact and well balanced house-organ. Because it is so interesting and very helpful it easily passes the test of real value and service in the printing and allied arts.

The Holmes Press

Selling a printed product differs little from selling any other article in the mercantile world. The direct advertising necessary may be general in character, or it may be a specific drive on one particular thing at a time. Many printers are overlooking the latter and depending wholly on advertising and publicity of a general nature.

A folder of the Holmes Press, Philadelphia, Pennsylvania, sent out in September, concentrates on Christmas cards alone. "Is this December — or isn't it?" is the title of the

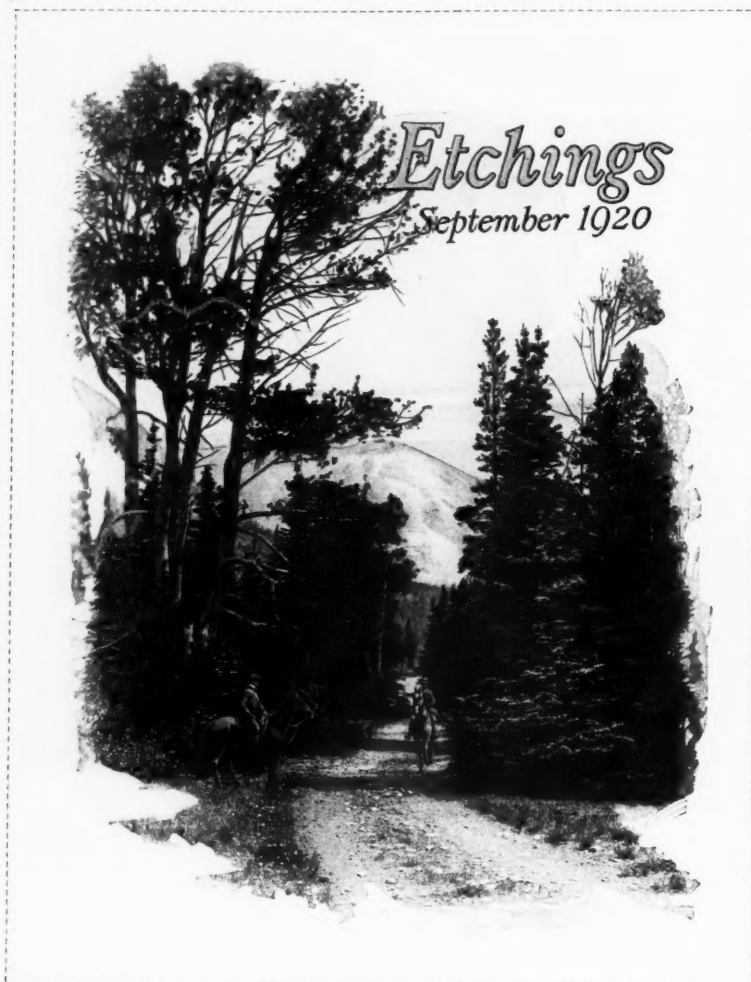


FIG. 1.

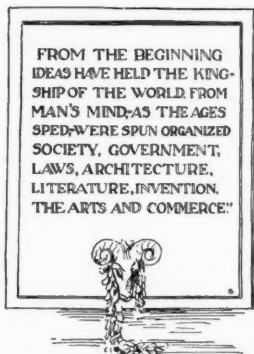
and commenting on current happenings, so that when we are called upon to help write the declaration of independence for commercial enterprise, we will have reached mature judgment on questions that are too important and far reaching for us to answer individually.

"Exercising this privilege, we shall probably have something to say about financial matters, about civic problems, about selling and buying, about advertising and merchandising, and about the true spirit of co-workmanship which must be made to grow out of the present class distinction that is voiced with so much anathema every little while. These things, we believe, should form a part of Shafer Service."

There is a serious, constructive tone to the magazine. Ideals in the business world are set up and argued for. The deeper problems affecting business and its future are given attention. Rather a pretentious aim for a service magazine, one might say at first thought, but a publication that clings to this program can scarcely help but be a valuable contribution to the literature of business.

front cover (see Fig. 2). Within the folder is printed a natural but imaginary conference between the head of a business concern and his treasurer regarding the necessity of getting orders for Christmas cards in on time. It is a clever and timely piece of advertising, from which the Holmes Press is no doubt getting ample results.

What the Holmes Press has done in the matter of Christmas cards represents what can be done effectively for letter-heads, forms or any other piece of printing that you have to sell. A little more specific advertising now and then helps much with the more general advertising that you are doing.



executed design—a printing shop scene. Much of the contents has merit, such for example, as a page devoted to an illustration and description of a piece of mail advertising produced for a tractor concern; also an article carrying sug-

"The Idea"

Thus the hand lettered frontispiece of a new house-organ in the field of printers' publicity, issued by the Lowell Press, of Kansas City, Missouri, gives a reason for the title selected, *The Idea*. The first number of this twelve page monthly was issued in September. In the initial issue there is much to commend. As a piece of printing it is attractive; the cover carries a clever, appropriate and well

"Is this December—
or isn't it?"



FIG. 2.

gestions as to printed office and shop forms; and one or two other articles dealing with the equipment of the Lowell Press and the service it tries to give.

But, in reference to contents, some of the matter might be easily improved upon. Considerable space is devoted to anecdotes, jokes and similar things that have no relation with advertising or printing. The writer would have no hard and

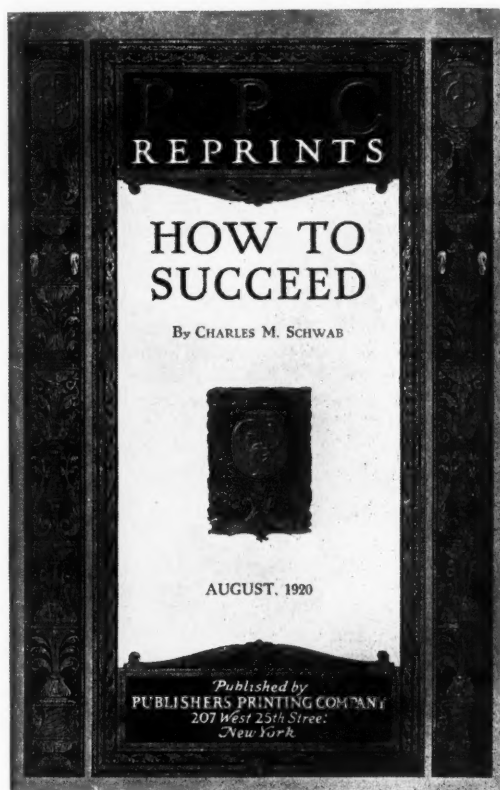


FIG. 3.

fast rule tending to eliminate such material from house-organs. Certainly there can be no legitimate objection if, in the producer's best judgment, it aids in getting the publication read by prospective clients.

The Idea declares its chief purpose is to present ideas emanating largely from the firm's own experience—ideas that may prove helpful in the promotion of any person's business interests. With that purpose *The Idea* will undoubtedly be a success and should become a permanent fixture among printers' house-organs.

"P. P. C. Reprints"

One of the hopeful things about a good share of printers' publicity is the originality that is displayed by the producers. We have a good illustration of this in *P. P. C. Reprints*, published occasionally by the Publishers Printing Company, New York city. In August that company began the publication of a series of booklets containing reprints of messages or other things it considers worth while to distribute in such form as to be kept permanently. This number contains an address by Charles M. Schwab delivered this year at Princeton University on "How to Succeed." The foreword of the booklet, which I think worthy of quoting here in its entirety, gives the best insight into the printing company's object:

"Although a printer's lot, like a policeman's, is not always a happy one, he still has one advantage over the rest of

mankind. He is the proud possessor of that most expensive of luxuries—a private press. When he sees something that he considers worth while he can forthwith print it for his friends. Every one feels this desire, this craving to reprint and distribute. We are all propagandists at heart; but only the millionaire and the printer (who in this alone resembles the millionaire) can afford to gratify such a whim.

"For a generation we have known the anxieties and cares incident to the printing industry. But the other day we made an important discovery. It occurred to us that we have at our command one of the finest presses in the world—a press that we can use for our own edification, relaxation and amusement. We now mean to have fun in printing—printing that which appeals to us. Whenever we encounter in the newspapers something which we believe might serve as an inspiration to our fellow citizens, something so good that it seems to us worthy of more enduring form than the ephemeral daily press can provide, we shall present the message to our friends in a *P. P. C. Reprint*.

"We hold high hopes that the little library which we are now starting will grow and expand until one day it will find a useful and important place in American letters."

P. P. C. Reprints takes the place of the usual house-organ. While it may not be intended primarily as such, it undoubtedly will have great publicity value. The illustration (see Fig. 3) shows the attractive cover design of the first number. It is to be hoped that the producers will keep the design permanently, thus increasing the attractiveness of the series to any person's library. The booklet is printed in large type on heavy book stock. There are forty pages.

PROMISE OR PERFORMANCE

BY GEORGE W. TUTTLE

When letterheads have almost vanished into mournful nothingness, and my typewriter promises to soon be in a state of innocuous desuetude—or words to that effect—save as I hie me to a printer, with courage in my heart and goodly shekels in my pocket, I remember that in my boyhood days the smallest circus invariably posted the most exciting bills, and caused an adjective drouth to prevail in Webster's Unabridged, so I shy me out from the printer of prodigal promises.

I have long since learned that an ounce of performance is worth a pound of promises. The glib Monday morning promiser and Saturday night deliverer never looks like a printer Moses to me. Why, it often takes him longer to get my job started than it took Moses to get the Israelites started for the promised land. Sometimes I have almost wished for an Egyptian plague to get things started, but being a mild mannered man I have usually been content with saying, "Plague take him!"

A long delayed job always seems hoodooed. Sometimes it looks as though it had hobnobbed with the ouija board and been anything but a winner—even the office devil may spill pi upon it, or the cat may walk across it with unlicked feet.

When a printer says: "Tuesday morning at twelve o'clock," and then at high noon I find a neat package waiting for me, my spirits are at high as well as the noon. I am certain to find a neat, workmanlike job, with "Come again!" written in invisible ink across every sheet. The typewriter clicks merrily, "Good job! good job!" while the office cat goes to sleep in the best chair, unrebuked by me, for content and I are having our inning following our outing to the printer's.

"CONSISTENCY, THOU ART A JEWEL"

It is not wholly convincing when the editor of the seventy-five page edition of the Sunday paper prints a ringing editorial on the conservation of news print.—*Elk Lick (Pa.) Star*.

A LITTLE EXPERIMENT IN SELLING PRINTING

BY EDWARD A. SEAGERS



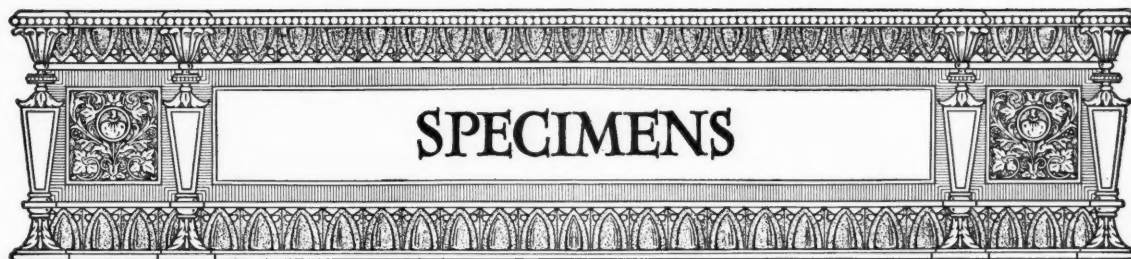
WIDE awake platen press printer, who is "making good" in a city of 25,000, made an experiment in salesmanship that can be tried out with variations by other job printers, little and big, anywhere. In looking over his ledgers, this small city printer noted with satisfaction that one of his customers, a grocer, was a persistent user of a certain class of advertising. The first week in each month, regularly as clockwork, the grocer got out a 5000 run of 9 by 12 circulars to advertise special sales. This set the printer's wits to working. Why not get others to form the habit? After careful consideration, and for a reason which every advertiser will understand, he chose as likely prospects three merchants doing business in the same block as the grocer, but handling different lines: a jeweler, a druggist, and a hardware man.

His proposition was simple. He suggested that the four firms pool their advertising, after the manner of a department store. Instead of the grocer "going it alone" with a 5000 run of 9 by 12 circulars, each month, the four stores, by combining their efforts, could issue a four page sheet, 12 by 18 flat, which would give each firm the same amount of advertising space as the grocer was using, but at a reduced cost.

His selling talk was as follows: The four firms, engaged in different lines of business, were not competitors. This four page circular could be distributed as economically as a single sheet, and further, since they drew their trade from the same section of the city, the saving in cost of house to house distribution of one piece of advertising, as against four, would be considerable. The difference in cost of presswork would be worth considering; again, an appropriate heading on the first page would add dignity to the sheet, and as a consequence it would carry more weight as an advertising medium than four separate circulars could possibly carry. The quartet decided to try the printer's scheme.

The first issue brought increased business to all four, though the grocer's sales showed by far the greatest returns, clear proof, the printer pointed out, of the cumulative effect of previous advertising. Weak points in the scheme, as they developed, were corrected. For instance, each advertiser had received an equal share of the circulars for distribution. On comparing notes they found that their circulation had overlapped, the same customer receiving sometimes four circulars, one from each store, when one would have sufficed. The printer again came to their rescue and undertook to handle the thing "from copy to customer," incidentally adding a further source of revenue to his print shop. Another amendment, born of experience, was that the merchants, in order to share equally the advantage of front page position, agreed to occupy the first page turn about, the man who had front page position one month to drop back to fourth page the next issue, then advance to third, then second, then once again to premier position.

The scheme panned out better than even the promoter had dared to hope. At the end of six months the printer took stock of his proposition, when he found that it had not only been the means of developing at least three enthusiastic converts to systematic advertising, but it had saved his customers fully twenty per cent of the usual cost of advertising of this class, yet giving them returns beyond expectation; while for services rendered it had secured to the printer increased legitimate profit, and, in addition, had added to his list of customers four staunch admirers of the printer's art who, he felt, were tied to his little print shop by the strongest tie known to business—"value received."



BY J. L. FRAZIER

Under this head will be briefly reviewed specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism" and directed to The Inland Printer Company, Chicago. Specimens should be mailed flat, not rolled. Replies can not be made by mail.

W. L. RAILEY, Wichita Falls, Texas.—The stationery for the Railey-Gillen-Stromquist Company is unusual and attractive.

WILLIAM D. LYNCH, Albion, New York.—Your card is neat, dignified and yet quite characterful. You have no address on it, however.

W. J. SCHERCK, St. Louis, Missouri.—The several direct advertising forms sent us are excellent.

THEO. H. HARVEY, New Orleans, Louisiana.—The specimens you have sent us are neatly and effectively arranged and displayed, typography in general being above the average. Excellent taste is exercised in the selection of colors for printing, and the presswork is clean and uniform.

M. W. STEELE, Minneapolis, Minnesota.—All the specimens, while quite ornamental, are effective, and

and, except for the deckled edge stock, might well have been taken for the work of a number of our efficient workers with Caslon.

O. E. BOOTH, Des Moines, Iowa.—Your letterhead and package label are decidedly neat and interesting, not at all commonplace or conventional. The card "Printing—Booth" is not good advertising. There is too much matter in the limited

This blotter, effectively designed, brief and to the point, will put its idea over in a "jiffy" and prove effective advertising. By W. J. Scherck, St. Louis, Missouri.

The blotter for Logan & Sparks, printers, is decidedly unusual and is reproduced on this page.

BERNEARD ELMAN, Norfolk, Virginia.—The specimens you have sent are characterful in appearance, also well designed and effectively displayed. The presswork and colors are consistent with the exceptional typography.

ARGO M. DILL, Mooseheart, Illinois.—Outside the rather too closely spaced group of italic capitals, which is not at all pleasing, and also quite difficult to read, we find nothing of importance to correct on the music program.

THE AUBURN PRINTING COMPANY, Auburn, Indiana.—Stationery forms for The Ithie Studio are attractive and appropriately treated for the use of a photographer.

A. RAY NEPTUNE, San Diego, California.—Your letterhead for the National Editorial Association embodies the good qualities of excellence in design, forceful display and neat and dignified typography. We have no suggestions to make for improvement.

HIGH SCHOOL PRESS, Wichita, Kansas.—The card for O. B. Badger is well set and nicely printed. Possibly the type sizes are too large for the professional card of a Director of Industrial Education. It does not convey the impression of dignity that the gentleman's position should entitle him to.

praise is due you for the good taste exercised in the selection and use of colors. On the book mark we would prefer to see the italic lines centered, as the distribution of white space as arranged is displeasing.

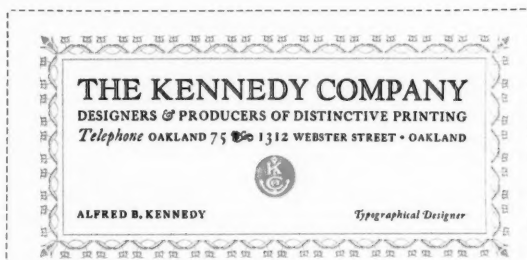
EMIL GEORGE SAHLIN, East Aurora, New York.—Specimens of your work interest us greatly. The influence of your brother's work and the Roycroft style have been quickly impressed upon your work. It has the style. We like your personal letterhead very much indeed. It is very refined and dignified,

space—and more than any one is likely to read—and it is made less inviting to a reader because of the manifest crowded appearance and by the oak leaf ornaments thrown in between sentences instead of em quads. These "spot" the page and detract from the type by their excessive prominence.

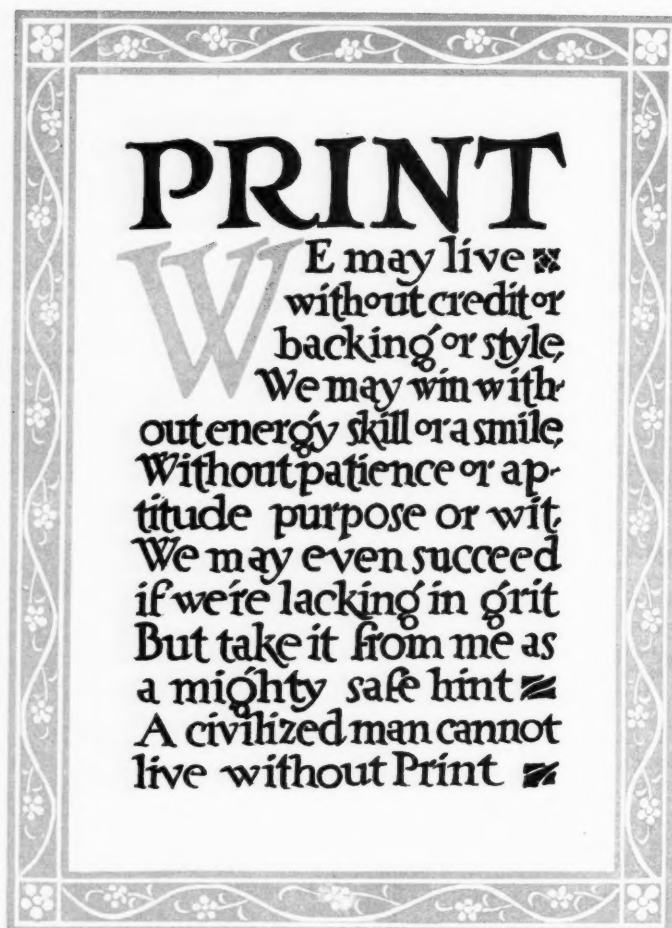
WILLIAM WILD, Buffalo, New York.—The stuffer "A Letterhead" for the J. W. Clements Company is attractively designed. It will catch and hold attention. The blotter "Because" is likewise well treated. The unusualness of these two pieces and the good copy should make them excellent advertising for the company.

R. C. DYER & COMPANY, Dallas, Texas.—There's a lot of punch in your printing, which is well designed and well printed in addition. The campaign for the Dallas Wholesale Merchants Association is unique and plainly influential. We are not surprised that the attendance at the market was doubled in view of this excellent publicity.

COLUMBIAN ROPE COMPANY, Auburn, New York.—Various issues of *The Columbian Crew*, your house-organ, are of uniform high quality in all respects. Especially praiseworthy are the presswork and the contents, although the general excellence of all features makes it unfair to single out one or two of them for special mention.



Refined and effective business card by notable California printing house. This design was printed on the front of a folder, the inside being utilized for some excellent pointers on "how to get the most for your money from a good printer."



Dick Winsten, of Brooklyn, New York, is doing some good hand lettering and conventional design these days. He specializes on unique and striking effects, as the design above demonstrates.

DICK WINSTEN, Brooklyn, New York.—Several of your hand lettered specimens are decidedly unusual in design and all of them indicate a large measure of promise. One of the best of them is here reproduced.

WALTER E. BURCH AND ARTHUR J. ROGERS, Ft. Worth, Texas.—The blotter for the Loughry Printing Company is not a winner because your attention was devoted chiefly to the decorative elements instead of to the type. Had the type been given an effective arrangement within a simple border the result would have been far superior. Meaningless rule arrangements, probably used in the thought that they decorate, are a menace to typographic display, because seldom indeed can such arrangements be called decoration and they invariably detract from the type.

FRED BONITZKE, Detroit, Michigan.—The card for Mr. Howard is very good. The colors, also, are pleasing. Considerable license is allowed the designer of a card for the delegate to the Typographical conventions, the main idea of each delegate being to carry something entirely different from any one else. The writer, who has had the pleasure of going with the "boys" on several occasions, found one of the most pleasant diversions in going over the cards handed him, and he must say he has seen some very clever stunts among the cards that he has collected.

CHARLES E. WRIGHT, Everett, Massachusetts.—Specimens are generally neat, but there are some exceptions. The card for the Frances E. Willard Bal Masque is "sloppily" arranged. The lines of type, which are larger than they should be for the

space available on the rather small card, are arranged without order or system, and the distribution of white space is poor. The label for S. R. David & Co. is displeasing because the type used is not of attractive design. The most pleasing specimen of the lot which you sent us is the cover for the booklet of the Gordon Bible College. We hope to see more of your work some time.

MORRIS REISS PRESS, New York city.—Folders and stuffers submitted by you are well arranged and displayed, and nicely printed also. We question the advisability of the use of the large initial I beginning the word "If" and above the F which is much smaller. This arrangement would be a puzzle to more than would appreciate its novelty.

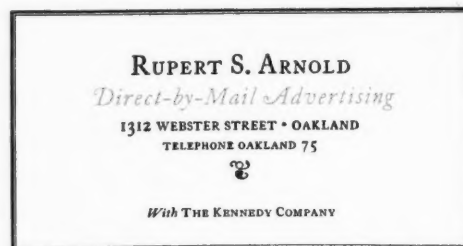
THE DU BOIS PRESS, Rochester, New York.—Our highest compliments on the "Fall Style Book" of the Hickey-Freeman Company. The excellent process engravings, from exceptionally fine drawings of the figures showing styles, are printed perfectly. Here, indeed, is evidence of the finest talents in art, engraving and printing combining to produce a "superproduct" of its kind.

EDWARD O'HEARN, Bar Harbor Maine.—The letterhead for "Bar Harbor" is decidedly unusual in treatment and is effective from an advertising standpoint, which is proper considering that it is used by the local advertising committee to boost the town. Speaking frankly, it is not perfectly balanced, the three italic lines under the main display being responsible for the effect of queerness that it gives. If these were centered the heading would still be out of balance, yet we imagine it would not bother us as it now does. It is perhaps this odd look that holds us to it, for the heading compels a lot of attention. The brown ink on the brown stock gives it a very rich effect.

A. EARL TANNY, Syracuse, New York.—You are correct in all your contentions regarding the specimens sent us. Your regrouping of the parts of the Theta Alpha title page simplifies it and makes it far more clean cut and much neater. The practice of spreading the lines of a title page over the page, as though a break of white space would be a crime, is a fault with the work of all too many. Regarding the title page for the Tourist Club, you have also brought up good points; it is too ornamental. If the initial and wreath ornament at the top were placed below the poem, which, as you suggest, is larger than necessary, and the two small book ornaments eliminated, a far more pleasing and readable page would result. A line border in place of the wide decorative border used would also be neater and far more appropriate.

FRANK P. DRESS, Philadelphia, Pennsylvania.—Of the letterheads for the Calebaugh Company your rearrangement is undeniably the better from a publicity standpoint. You had, however, a far simpler problem than the designer of the first one, as the copy was "boiled down" considerably. The designer of the original heading did exceptionally well, considering the large amount of copy, as his arrangement is well balanced and orderly. Your own design, while effective, is faulty in the use of rules without purpose, which do not add to the appearance of the design or the effectiveness of the type, but, rather, detract from both. Particularly so are the short rules at either end of the display line "No Spark Carbon Brushes." The matter between rules at the sides is not in a legible type, extra extended block letter, the more so because squared up. Had this matter been set in a narrower type and the lines arranged according to sense the appearance of the heading would have been somewhat improved and it would have been far easier to read at a glance, as matter on letterheads must be.

J. M. BUNDSCHO started in the business of advertising composition for advertisers and advertising agencies in Chicago a very short time ago. He started in a small way, perhaps not so small as other businesses of like nature have started, for Bundscho's exceptional talent in his line was quite generally recognized even at that time. The growth of his business has been phenomenal; the last we heard he couldn't get enough men in his place—and it is not a small place either—to handle the big volume of business that came his way, and so he began operating three shifts. Now, there's a reason for Bundscho's progress, the very good and substantial reason of a superior product, supported by superior service. Bundscho typography has been admired by thousands in leading national magazines, it has been refreshing to millions of tired eyes, it has sold millions of dollars worth of merchandise, no doubt. It is the kind of typography to look up to and endeavor to duplicate; remember, we say




Dignified business card in Grand Old Caslon, by The Kennedy Company, Oakland, California.

endeavor. It is a treat, therefore, for the editor to receive a booklet containing a series of advertisements published by Mr. Bundscho in *Printers Ink Monthly*. Mr. Bundscho has titled this booklet most appropriately "Beauty in Business," and the text of the advertisements, let us tell you, is no less interesting and spicy than the typography is beautiful and clear, and generally attractive.

THE BULLOCK PRESS, Newport City, Vermont.—The blotter is not pleasing to look at, although we could not say it is altogether poor publicity. A blotter has to be very poor indeed that will not do some good, especially among the many buyers of printing who have little conception of what good printing really is. With others the poor quality of a printer's work as suggested by his blotter may keep them from doing business with him, which makes all the more important the advisability of the printer giving the best he has in his shop to the blotter. The blotter in question has too much display, is cut up into too many parts, and the various types used are not harmonious. The copy is good blotter copy, briefly listing the services rendered. Well treated typographically, which means more simply and attractively treated, it would bring exceptional results, we are sure.


L. M. COE, Duluth, Minnesota.—The *Morgan Park Bulletin* is a most interesting little community magazine. The text is made up of announcements of coming events of interest to the locality, reviews of past events, and articles designed to stimulate civic pride. Publications of this sort have a good field in any suburb of a large city where matters of local or sectional nature can not be gotten into the daily newspapers. We have seen a number of such papers, in fact have read with considerable interest for some time *Wilmette Announcements*, published

THROW ON THE LIGHT




YOUR BUSINESS PRINCIPLES MAY
BE RIGHT · YOUR GOODS THE
BEST · YOUR SERVICE TO YOUR
CUSTOMERS FAULTLESS · BUT
THE PUBLIC HAS GOT TO KNOW
KEEP ALWAYS YOUR TALKING
POINTS BEFORE THE PUBLIC
GET IN THE GLARE OF FAV-
ORABLE PUBLICITY · THE MERIT
OF YOUR PROPOSITION MUST
BE MADE KNOWN · AN OIL
INDICATION IN YOUR YARD IS
OF NO BENEFIT UNTIL YOU
ADVERTISE IT · SUCCESS COMES
BY FOCUSING THE DIVERGING
RAYS OF PUBLIC OPINION ON
WHAT YOU HAVE TO OFFER

THE PRINTING ISSUED
BY YOUR CONCERN IS
A POTENT FACTOR IN
THROWING ON THE
LIGHT IN EDUCATING
THE PUBLIC AS TO
THE WORTH OF YOUR
PROPOSITION OR YOUR
PRODUCT · CLOISTER
SERVICE THROWS ON
THE LIGHT



CLOISTER PRINT
SHOP
418 MAIN
STREET
MISSION INN BLDG. · RIVERSIDE · CALIFORNIA



Burton Brown, Riverside, California, has here a beautiful composition, especially when the soft and harmonious light and dark brown and gray olive of the original are considered. The trouble is that it is not so good as advertising as it is as a work of art, the capitals giving the impression of some very difficult reading ahead of any one who receives it. Few, we are sure, would ever wade through it.



Announcing the Publication of the

FRANKLIN SATISFACTION SERIES



Title of a handsome broadside by William A. Kittredge, with the Franklin Printing Company, Philadelphia, Pennsylvania. The original was 12½ by 19 inches and was printed in red brown and black, and you can readily imagine how effective and impressive it was.

by B. B. Udell, at Wilmette, Illinois, but none that we have seen are so elaborately gotten up, or so comprehensive in covering its field, as the *Morgan Park Bulletin*. From the standpoint of mechanical production it is exceptionally well handled also, a nice variety being given the standard cover design by changing the color combination with each issue.

BURTON BROWN, Riverside, California.—The blotter, "Throw on the Light," is decidedly pleasing to the eye, thanks to exceptional harmony of type, ornament and inks and good design. It is as poor from the standpoint of advertising as it is good from the other point of view. Not one person in a thousand receiving a design whereon so much matter was set in capitals would read it, hence, what's the use?

HUGHES STUDIO, Allegan, Michigan.—The post card folder for the Hughes Steel Equipment Company is generally effective. Mailing folders, we are sure, if well designed are one of the most productive forms of direct advertising, at least that has been the experience of the writer, and certainly they are the most economical, effectiveness of appeal considered. We do not believe the lettering on the

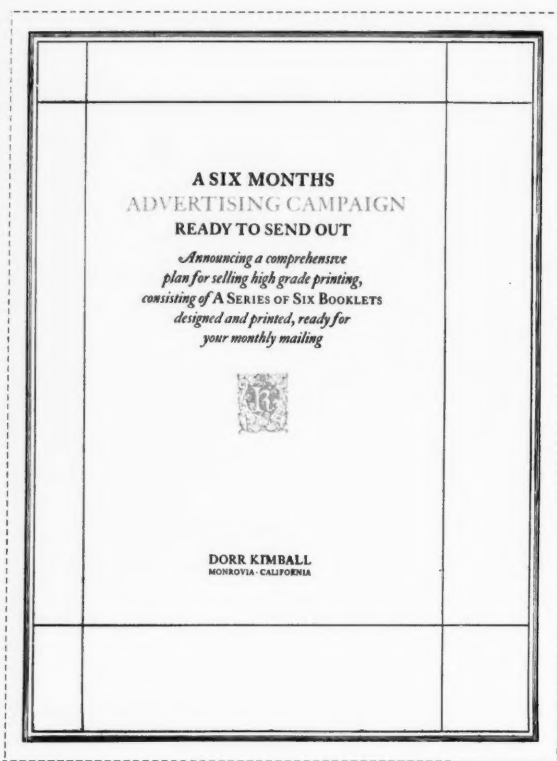
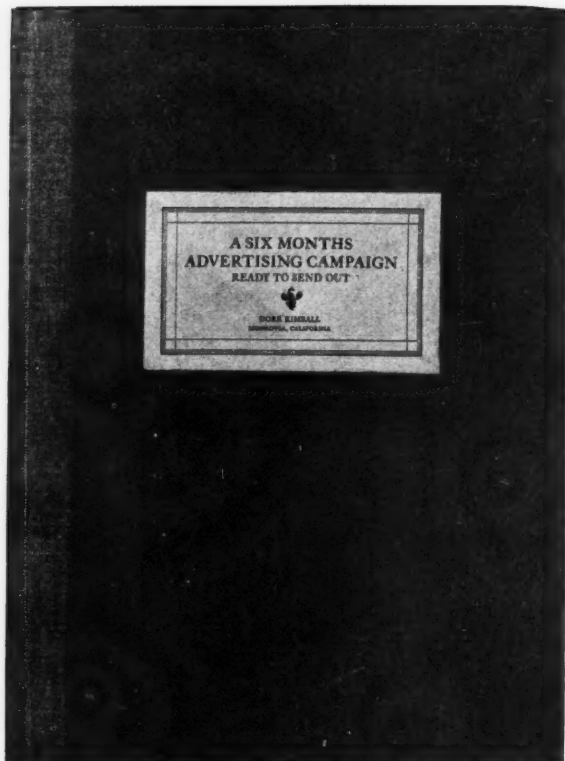
front is as clear as it should be, especially the word "What" and the question mark, which is of doubtful value so emphasized. We also doubt the value of the general factory view on the inside, and believe the space taken up by that illustration could have been used to better advantage by the illustration of the men at lathes, possibly with the stools colored as in the large illustration in the center, in order to emphasize them in use. The small type matter should have been in two columns.

PECULIAR, isn't it, why so many good printers hail from San Francisco? As a center for fine printing that fortunate city at the Golden Gate has gained such a reputation that master craftsmen from the East are going there—to share the atmosphere, we suppose. In any event, Edwin and Robert Grabhorn, who used to do exceptional things in a typographic way at Indianapolis, Indiana, have joined the colony at San Francisco and are doing the same things there, perhaps even better than at Indianapolis. A booklet, "A Chapter from the Lives of Some Noted French Typographers," a unit in the series, *The Printing Press*, has just been received

by THE INLAND PRINTER. Typography in a readable size of a legible roman light face, set off by English margins, gives a wholly inviting and pleasing effect. Paper stock of the finest grade contributes measurably to the beauty of the piece. We should, however, like to have Mr. Grabhorn explain why he placed the title lines on the cover as he

printing in a color of lighter tone. There is too much white below the two large initials. We do not like the breaking of the borders on the other side to admit of the cuts. To avoid this we would probably have placed the cut at the top, that is if it could not have been made smaller, joining the border to the base line of the illustration. We con-

isfactory in spite of the point alluded to above, then the type should have been larger. The block of type on the left-hand page of the outside spread should have been set in a narrower measure so that it would fit the space with the appearance of better proportion. Another point, when the article a is used as an initial, as here, the following word ought



Dorr Kimball, Monrovia, California, has prepared a syndicated advertising campaign for use by printers and has issued a handsome prospectus to advertise it. At the left is the cover, hard bound, which is decidedly rich looking and "crafty." At the right, the title page, which continues the excellence of the cover.

did. The appearance at first glance is that the type group is centered, although actually it is above center. Our opinion is that the appearance would be better if the group were a half-inch higher in order to avoid the rather ill effect of equality.

AN ESPECIALLY ATTRACTIVE house publication is *The Bridge*, organ of The Andrew Jergens Company, Cincinnati, Ohio, manufacturers of toilet requisites. The illustrations of the company's products, as they appear on the dealer's counters, are exceptionally well printed by four color process, while the half-tones of salesmen, etc., frequently used, are also nicely printed. Typography in Caslon is neat, dignified and legible.

DAVID REISZ, Cleveland, Ohio.—While by no means to be considered beautiful printing or typography, the several calendar blotters you have sent us are effective for the purpose. The display points are intelligently brought out for the quick reference of those who receive them, and the other matter has, with good judgment, been set in reasonably large type. The effect of crowding is a little distressing to one who notes ill effects in display matter, but the average person will not consider such faults as serious when they are no worse than in these blotters.

GUY B. DAVIS, Youngstown, Ohio.—We probably would have passed the folder for Canton-Blackstone Solid Truck Tires were neatness the only consideration, for it is very neat as it stands. On the three page inside spread the effect is very pleasing, indeed, the typography is legible and neat, margins good, etc. The heading on the central page is too weak as printed in orange and the effect would be better without sacrifice of neatness if these two lines had been set in Caslon Bold, or, preferably, New Caslon, instead of light Caslon (old style). The greater strength of that letter would have compensated for the weakening of the effect through

consider the display on the first page too weak and, pardon us, too commonplace for a folder of this type, especially since it must compete with like folders of other tire manufacturers who spend more money on their advertising and consequently obtain more striking effects. If type were considered sat-

to be set in capitals or small capitals. Presswork is good and the job *satisfactory* on the whole, and nothing to be ashamed of—the suggestions are offered as improvements on an already very presentable piece of work.

Karnes County News, Runge, Texas.—The envelope is excellent and also striking. The letterhead set in italic is not pleasing, first, because the capitals are too ornamental, second, because the matter is not so legible as it ought to be and, third, because it is too large a design for so small a sheet. The color does not appear pleasing by electric light. We do not think the band of border across the top adds to the appearance, and the small line in color below it is too weak in the color used and because the heavy border above is in the same color. The effect of the letterhead on pink stock is striking but the large amount of small type in the panels is hard to read as set in capitals. Lower case should be used for such large amounts of matter. We note there are five different styles of type in this design, and that there is little harmony between any two of them. You will find more satisfactory results when only one or two styles are used in small forms such as letterheads and business forms generally.

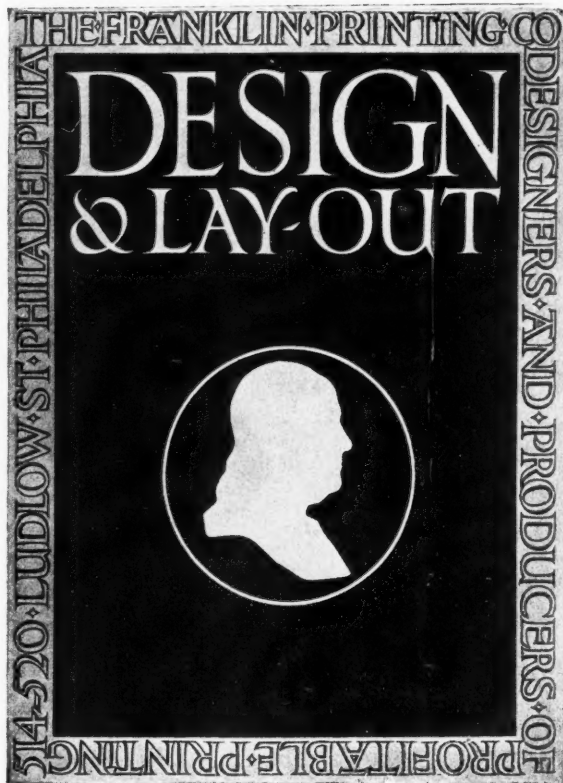
FRANK H. LOWE, Albuquerque, New Mexico.—Most of the specimens sent us are of average quality, satisfactory—yet by no means unusual. It would seem that the forms for the folder, "Past Potentates' Ceremonial," done for the Shriners, were reversed by the pressman. The one which should have been printed in light brown is printed in deep blue, and vice versa. In dividing a form for colors, best results are attained when the stronger and bolder items in the form are printed in the weaker colors, that is, in so far as tone is concerned. You have printed the stronger items—display, borders and illustrations—in the deep blue

START RIGHT

*A Short Talk on
Dummies*

[YOUR NAME HERE]

One of the folders in the printers' advertising campaign prepared and designed by Mr. Kimball.



Handsome cover of a booklet by the Franklin Printing Company, Philadelphia, Pennsylvania. Printed in one color, deep brown, on rough brown stock, the effect is decidedly impressive, especially in view of the large page size, 9½ by 12½ inches. At the right, the first page of text in same booklet.

DESIGN & LAY-OUT

THE ART OF IMPARTING TO PRINTING A VALUE BEYOND ITS MECHANICAL COST AS PRACTISED BY THE FRANKLIN PRINTING CO

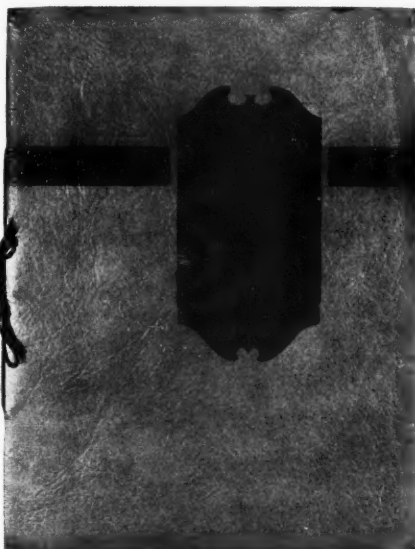
Commercial printing shows up the personal equation with astonishing accuracy. Whatever a merchant possesses, in wealth or poverty of expressive power, will manifest itself in the interest he displays in the physical appearance of his printing. If he has a keen sense of the fitness of things, he will not be satisfied until his printing looks as though it was made for him personally, and not bought in the ready-made market. Printing must first be physically fit for the purpose it is designed to accomplish. Its physical appearance must win for it the respect it deserves from the class to which its attention is directed. Whether it is made so or not is largely a question of "knowhow" on the part of the printer, and appreciation on the part of the customer. Inability to sense the difference between high and low standards of design, plus failure to thoroughly plan and study the purpose of a piece of printing, leads to unintelligent effort and to wasteful results. Planning, in advance of labor, is common sense. Economy of motion, saving in materials, and satisfaction in results, all come from a recognition of the personal equation principle as applied to printing. Designs and layouts are made by men of varying ability. To select the right man is a task which first calls for a wide acquaintance among artists and designers. Then comes the necessity of knowing what each man is best fitted to do, and what

and the small type in the rather pale brown. Tickets are clever. We would suggest less frequent use of the black geometric square border, which, owing to the fact that each separate unit individually attracts and the border does not blend, detracts from type used with it, because of the exceptional attractive power of the border. Furthermore, there is nothing pleasing in the border, considered independently of its use with type.

HARRY A. EARNSHAW, Boston, Massachusetts.—The booklet for the Old Colony Club is a handsome one, the cover being one of the handsomest we have seen for some time. It is reproduced. Stock, design and colors combine to form a most agreeable effect, suggesting value and quality. With the inside we are not so well pleased, first, because the presswork is not so near perfect as the quality of the booklet's cover would lead us to expect. You have a very good excuse, of course, in the quick delivery demanded. The blue of the border seems a trifle strong. If each page had been considered by itself and the type measure determined upon to give more pleasing margins, a great improvement would have been made, as the uniform measure in which the matter is set throughout makes the bottom margins frequently too wide in relation to the side margins. We might pick out other more or less minor flaws, which, although serving to keep the book from perfection, are nevertheless subdued by the general excellence of the book.

FRANK STOWE, Leavenworth, Kansas.—The *New Era* is an exceptional paper of its type, the Fourth of July issue which you sent us being as lively and interesting in content as the physical makeup, the printing in red and blue, and the patriotic ornamentation give an impression that it is. Typographically, there is nothing that we would change except perhaps to eliminate the rules placed above and below the two column display heads, which do not add to the force of the headings as much as would the white space that would be gained by their elimination. While the body type appears crowded we realize that it is perhaps justified to the end

of getting the maximum of matter in limited space. We would prefer to see the type appear crowded as it is than to see a smaller face of type in use with the white space that could be gained by a larger shoulder or by leading. When it gets down to the point of using small sizes of type a large face of the given point size is more desirable than white space. We hope you will send us another copy



The beautiful booklet, the cover of which is shown above, was produced under the direction of Harry A. Earnshaw, of the Earnshaw Press Corporation, Boston, Massachusetts. Printed in black and gold on deep brown Castilian cover paper, the effect was both rich looking and impressive.

later, for we found the matter interesting and especially well written, all of which shows that all the brains are not outside prison walls.

From the U. T. A. School of Printing, Indianapolis, over which our good friend T. G. McGrew has presided for many years, THE INLAND PRINTER has received a copy of the handsome prospectus for the summer session. Printed on India tint dull coated stock in a buff tint (under illustrations) and black, or deep brown — it is night as these notes are being written and we can't be sure — the effect is wholly pleasing, especially since design, typography and presswork are of a high order of excellence, as we would expect them to be under the watchful eye of "T. G." There is just one little point that we don't like and yet we believe its correction would mar the appearance of the general form in another way. On the inside spread of three pages the matter on the central page is in too wide a measure for easy reading, yet we are, as stated, certain that if the matter were reset in two columns the appearance of the whole would not be so pleasing, mainly because the matter on the two outside pages of the spread is of a wider measure than the two columns would be on the central page. We do not attempt to disguise the fact that this small point is brought up just to show how nearly perfect we consider the work.

THE MEDBURY-WARD COMPANY, Toledo, Ohio.—Your latest "Pretty Girl" calendar is decidedly effective. Although not of the "get the order" type of advertising matter, it has, we believe, not a little value as publicity for the house that issues it. After a few months, as in your case, customers and friends will naturally begin to look for the card in their mail, and the calendar will therefore serve as a pleasant reminder of your service. For the benefit of the readers of THE INLAND PRINTER who are not acquainted with these calendars, a brief description will doubtless prove of interest. The "pretty girl," in a becoming autumn costume, appears in a panel in front of a simple background surrounded by a solid black border. The calendar for October is inset in the border.

HISTORY OF STOVEL COMPANY, WINNIPEG— A STORY OF PROGRESS

BY WALTER WALICK



ANADA is fast becoming noted as the home of many of the finest printing plants on the continent. In fact, it is no idle remark to state that some of the best plants in the world, both from the standpoint of size and quality of product, are located in the prosperous dominion to our north. From north to south and from the Atlantic to the Pacific may be found plants producing printing of every description. Winnipeg, in the province of Manitoba, is the home of several plants which are worthy of more than passing notice. Prominent among these is the Stovel Company, which was established over thirty years ago.

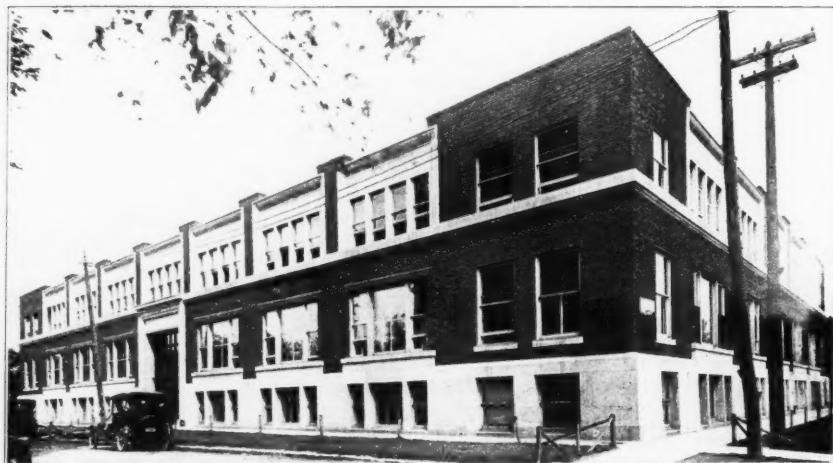
Stovel's came into existence in 1889. The founders, John Stovel, A. B. Stovel and C. D. Stovel, who still continue in control and in active management, were gifted with a more than usual share of ambition. From a modest beginning in a small room with a staff of only three men, the business has grown to be recognized as one of the leaders in the printing and allied industries.

We hesitate to use the word "service" in writing of the Stovel organization, because it has been used (misused) by every Tom, Dick and Harry in all lines of trade until oftentimes its real meaning is lost sight of. Thirty years ago Stovel's took "service" for the keynote of their endeavors, and today the word means just as much in the Stovel plant as it did in 1889. This central idea has required a continual progressive policy and a determination to keep abreast with all the discoveries and improvements in the graphic arts. Proof of the success of this policy lies in the fact that many of the original customers are still on the books as satisfied clients of the company. By their spirit of coöperation and faithfulness to duty the employees have done much to promote the enviable reputation of the organization.

The first home of the Stovel plant was in the old Spencer block in Portage avenue, but increasing business soon made larger quarters necessary. Accordingly, the offices and factory were moved to a new building at the corner of McDermott and Arthur streets. Here operations were continued until in May, 1916, when the plant was destroyed by fire. Business was suspended for only a few hours, as temporary offices for clerical and administrative purposes were secured, and through the kindness of business associates manufacturing operations were resumed. Following the fire the erection of the present home was started under full pressure.

The new building on Bannatyne avenue extends from Dagmar to Ellen streets. It is a solid stone and brick structure, with concrete floors and pillars and is fireproof throughout, as far as human skill can make it so. It has a floor space of 84,000 feet, or 110 times greater than that of the original shop in Portage avenue. It is well lighted and clean, with the most healthful surroundings. An ideal insisted on during the construction was to make it a pleasant

and wholesome place to work in—a place where men and women could work under bright and happy conditions, and where their welfare would be a first consideration. The proprietors succeeded in the erection and completion of such a building. A comparison between it and printing establishments in Winnipeg, even twenty-five years ago, will illustrate perhaps as in no other branch of industry, the changes and progress of a quarter of a century. If it be printing the organization can take care of it, from the smallest and simplest black and white card to the most complicated colorwork. A staff of expert artists and photographers form a department of the Stovel organization that is always ready to illustrate printed matter and suggest ideas to the clients that will give the desired character.



Building of the Stovel Company, Winnipeg.

It may be mentioned that one of the many interesting orders entrusted to the Stovel plant in recent years was that of supplying the Chinese railways with passenger tickets. Millions of such were supplied and as far as the officers of the Stovel Company can decipher the correspondence on the subject, to the entire satisfaction of the shrewd Chinese officials.

An insight into the broad policy of the executives of the Stovel Company is contained in one of the paragraphs of an article contributed to the Manitoba Anniversary Number of the *Winnipeg Free Press*. As pioneers in the printing trade of the West they make this observation:

"While we have pleasure in attending to all the work that can be secured, our main thought today is to produce tangible results for the customer, to coöperate with him, as well as work for him, to give him the benefit of our experience and to furnish facts as to our policies and methods. We feel that the time has come when the printer should be selected in the same manner as the lawyer or the doctor, on the basis of service rather than the price.

"This view of the art, we are glad to observe, is gaining ground and on such a mutual understanding business relationship has been established between ourselves and hundreds of our patrons."

Such, in brief, is the story of the rise of the Stovel print shop. Steady adherence to the idea of "service," and persistent effort to discover and utilize the best methods of rendering that service, together with the good fellowship that exists between employees and employers as an organization and the cordial relations with the Stovel clients, is the explanation. An enviable reputation has been established, which will prove an asset for future years.

Collectanea Typographica



By HENRY LEWIS BULLEN

Say, worthy doctours and clerkes
curious,
What moveth you of Bokis to have such
number,
Syns dyvers doctrynes throughe ways
contrarious
Doth mannys mynde distraït and sore
encomber:
Alas, blynde men, awake out of your
slomber;
And if ye wil neyds your Bokis mul-
typlye,
With diligence endever you some to
occupye.
— The Shyp of folos [fools] (1509).

* * * *

Honest Work

IF a man is honest he can not do dishonest work. Dishonest work is that by which the worker or the manufacturer seeks to give the least value for the money received for it. In these times of excess of demand over supply, many rich manufacturers are showing their cloven feet. As they raise their prices they degrade their quality. How men can do this is inconceivable to honest manufacturers.

Collectanea has in mind heads of two great factories. One man has ever striven to excel in service and in quality. He is respected and admired by tens of thousands of customers. To cheapen a thing to the disadvantage of a customer would seem to him as infamous as to pick a customer's pockets. The second one has been financially successful through more or less adventitious circumstances. In his old age he has lost the respect of all who purchase his goods. In the present crisis he has taken every advantage of his customers, skimping quality, and planning to cheapen instead of maintain an honest standard, because he knows he has the buyers at a disadvantage. What a failure the man is! Truly, he can not be said to have succeeded in life. What a conclusion to one's life work, to be wealthy and held in contempt! Truly, prosperity tests men's souls even more than adversity. There is no success worth having that is not grounded on honesty in the man and honesty in the goods he makes.

A Book Recommended

THE most authoritative book of reference on the technology of type composition, whether by hand, machine or by plates, is "Typographical Printing Surfaces, the Technology and Mechanism of Their Production," by Legros and Grant, issued in London in



Jean Moretus I.

Son-in-law and successor to Christopher Plantin, whose biography was printed in the October issue of THE INLAND PRINTER. Portrait reproduced from an oil painting by Rubens, now in the Plantin-Moretus Museum in Antwerp.

1916. It is a large octavo of 756 pages and 109 plates. The price is \$25, cloth bound, and it may be procured from the very useful Book Department of The Inland Printer Company.

Every one who prints and uses composing machines, and every one who manufactures machinery and appliances for printers will find this book invaluable. It's a book that should be used by such firms as R. R. Donnelley & Sons Company, the De Vinne Press, Geo. H. Ellis Company, A. S. Gilman & Co., Procter & Collier Company, and every daily newspaper plant, by the makers of the Miehle, Babcock, Whitlock, Kelly and other presses, by the makers of register blocks and proof presses, by process engravers, electrotypers and makers of platemaking

machinery. There are persons who would spend \$25 cheerfully for a business directory or a little blowout who will naturally balk at paying \$25 for a mere book which ranges printing technologically with the greater mechanical sciences. What is there to learn about printing that one doesn't absorb naturally and unconsciously from the environment of a printing establishment? Many, many things. Since this book was published *Collectanea* has had submitted to him dozens of queries about matters typographical the answers to which were found quickly in this excellent book. For the honor of the printing industry we hope the book will be profitable to its able author-compilers.

* * * *

To Make Printing Great and Prosperous

THE easiest and surest way to improve the status of the printing industry, and assure the prosperity of all who are engaged in that industry, is for each proprietor, superintendent and foreman to constitute himself a committee of one to improve at its source the personnel of the craft. Let each man who hires boys into our business realize the fact that, to be competent and successful in it, one requires a much higher mentality than may serve for one employed as a carpenter, plumber or machinist. *We assemble words.* The purpose of our art is to give circulation and power to words. It is therefore, beyond doubt, a literary occupation, and one's expertness in the art is always proportionate to one's knowledge of word meanings and values. It is no answer to this to say that the average printer is actually on the same intellectual plane as the average mechanic who deals with metals or wood instead of with living words fraught with ideas and suggestion and education. Are we satisfied with the average printer? Well, hardly. Yet each is competent in proportion to his mental qualifications. The mere assembling of types requires no knowledge of language. As an apprentice, *Collectanea* set many galleys of Greek and Hebrew for examination papers, without even

a glimmering idea of the meaning of any word. It was done as one assembles a combination border. We have seen Chinamen and Hindoos setting types for newspapers while totally ignorant of the meaning of the English words they were assembling. They could distinguish one letter from another and that sufficed.

Printing is suffering today in status and in profits because those who hired the apprentices were ignorant of the fact that printing depends for success in detail and in general on head work more than on hand work. So we repeat, let every proprietor, superintendent and foreman make it his personal duty to see to it that typography is taught only to lads of more than average mentality, good character and with the ability to express themselves lucidly in writing. The test must be literary.

* * * *

If Your Boys Don't Like You There Is Something the Matter With You

YOU have to treat the apprentice as if he were a human being. Apply the Golden Rule, and do for him what you would like to have done for you. If you are going up town in your machine, ask Johnnie if he has some packages to be delivered. Fraternize with him. Make believe he is your boy. Why, my partner and I sometimes take our boys on week end hunting trips with us. And then we ask them to clean the guns during working hours next day. They are glad to do it. It is more fun than wiping presses. We have so treated our boys that we have never had one leave us. Some of our men today came to us as boys.—Charles Alvord (Alvord & Young), Sacramento, California.

* * * *

Not dreadnaughts and fortified canals, but what our children are, will make our future nation great.—*National Cash Register News*. Not volume of business and perfection of machinery, but the quality of our apprentices, will make printing great. Select them conscientiously with an eye to a better future for our most influential art.

* * * *

They copied all they could copy,
But they couldn't follow my mind;
So I left them, sweating and stealing,
A year and a half behind.—*Kipling*.

* * * *

Printing bade Learning knock at every door; made Truth immortal, and gave each to know himself and his proper task. — *Kalkhoff Company's Good Will*.

Real Paper

THERE is, we believe, little all rag book paper made in America. There is no hand made paper made here, except by an amateur whose product is negligible. We go to Italy, Holland, France, England and Japan for the real paper—hand made. Our papermakers say it does not pay to make hand made papers. They mean it does not pay so well as making the cheaper lines. They are in the papermaking business for what there is of money in it, which is said to be "the American way" by some foreign critics. They say we have little sentiment toward our employments, and therefore fail to attain



Printer mark of Gysbregt Gasinet, Printer, of The Hague in Holland, as used by him in 1717.

higher quality, while striking an average good enough for the indiscriminate. Perhaps this is the reason why there are no famous American papermakers. Fame is the reward of superior services and the conscientious endeavor toward an ideal, whether in the arts or in manufacturing.

The Van Gelders of Holland are famous papermakers. Their fame rests upon their hand made papers, for which they have a world wide demand. Van Gelder Sons, Amsterdam, is a very wealthy house, making a great variety of papers—wood pulp printing papers, wrapping papers, etc. It has its own wood pulp plant; owns its own forests; and doubtless derives its greater revenues and larger percentages of profit from its inferior lines. Its five mills are operated by engines and turbines developing 35,000 horse power and eighteen hundred work people are employed in them.

The business was established by the Van Gelder family in 1783, and the pride of the present generation centers around the old mill at Veluwe, where real paper is still made as it was made in 1783. As long as the Van Gelders maintain their pride and affection for

the product of their forefathers, so long will their house remain famous. When they lose that pride, as some of our American papermakers did, they will descend into the ruck of price competition and will march with manufacturers lacking distinction, however fat their profits may be. We confess to a great respect for manufacturers who do not neglect "tonnage" in ordinary wares, yet take greater pride in catering to the lesser field which appreciates and uses things of genuine quality. We are inclined to believe that the Van Gelders' "tonnage" of wood pulp or mixed pulp products will average higher in quality because they also continue to make their superior papers.

Here, perhaps, is a proper place to offer a word of appreciation of the splendid service the Japan Paper Company gives to the select printers of the United States. Their house is the citadel of hand made papers brought from distant climes and advertised in a charmingly artistic and inspirational manner. These good American merchants combine the charm of the Orient with the artistry of the Occident in their ever welcome announcements.

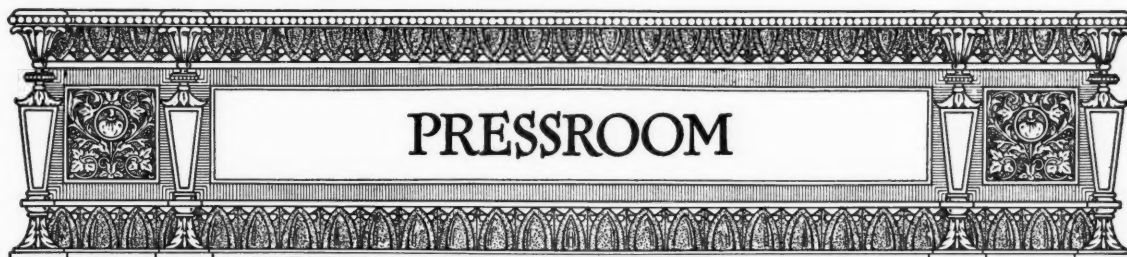
* * * *

A Printer None the Worse for Being Scholarly

GEORGE ANDERSON, of Anderson-Gowan Proprietary, Ltd., Printers, Melbourne, Australia, is an authority on efficient methods in manufacturing and merchandising, and he frequently instructs the printers' organizations of Melbourne on business efficiency. We read that "Every person connected with Mr. Anderson's organization is jealous of its high reputation for good printing. The constant endeavor of each is to elevate the printing art to its rightful position in the commercial world." Mr. Anderson has a library of four thousand volumes. For a few years he has availed himself of the facilities for study offered by the University of Melbourne. In 1918 he achieved the degree of Bachelor of Arts for excellence in the classics, science, history and philosophy. In 1919 he won the degree of Master of Arts and the Hastie Scholarship, the highest award in the School of Philosophy. If we lived in Melbourne, our orders for printing would go to George Anderson, M. A. May his tribe increase!

* * * *

Whatever the advertiser wants to accomplish must coincide with something that the reader wants to accomplish. If that coincidence does not exist and can not be brought about, the advertiser advertises in vain.—*Graphica*.



The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science. Replies to inquiries will be made by mail only when accompanied by stamped self addressed envelope.

Making Ready Vignette Overlays

A New York printer asks the best method of making vignette overlays to be printed in with text in forms. He appears to be unacquainted with the mechanical overlays.

Answer.—To do really nice vignette halftone presswork you should have the engravings made ready with mechanical overlays. The hand cut overlay has seen its day. You should provide yourself with a mechanical overlay equipment, the cost of which will be met by the saving in time over hand cut methods. Particulars will be furnished by those handling any of the various methods advertised.

Faulty Make Ready Causes Unsatisfactory Print From Plate

A Southern printer sends an impression for a halftone plate, and asks if we can make similar engravings. He wants changes in plate after it has been tried. Our suggestions are as follows:

You should not have any trouble if you use good ink and good rollers, and wash out the form occasionally. It is possible to re-etch the plate and have it deeper, or to have the letters engraved deeper. This extra work will increase the cost of the plate. We do not do engraving. Any engraving house will be able to do this work for you.

Changing Impression Screws on Jobber

A Washington printer writes: "There has been a discussion in my shop regarding the changing of the screws behind the platen to make an even impression, instead of letting those screws alone and making ready otherwise, and I should like to have your judgment on the subject."

Answer.—Changing the screws is not considered the best way for altering the impression. You should have one thin pressboard, celluloid or thin brass sheet, together with at least four sheets of tympan stock. With these you may handle both light and heavy forms. It should be your aim to keep the platen uniformly parallel with the bed and make no changes of impression screws.

Ink Eraser or Remover Will Mar Surface of Stock

A Tennessee printer on two occasions has asked for an ink remover or eraser for removing printing or lithographing ink from paper so that it could be again printed upon. He also wants to know if a transfer can be made from a print to a piece of copper or zinc, and if printing can be made therefrom.

Answer.—Ink erasers that abrade the surface of paper may be used practically only for small areas. Erasers of a chemical nature that are solvents of the ink vehicle are not practical at all, as they permit the fluid to enter fibers of stock and mar the surface beyond area of inked part. Hence our reply to the correspondent was to the effect that no satisfactory ink remover or eraser is known. The reply relating to the balance of the query took this form: "You can not

transfer a print from a sheet to a piece of copper or zinc and print from it. It is necessary to have an engraving made to do this work. Send proof of print to an engraver and he will furnish a plate to print from."

Tympan for Old Type and Plates

A New York pressman asks our preference for tympan, hard and soft, for general line of work, both on platen and cylinder presses. The purpose of the question is not revealed.

Answer.—With common stock and old type or plates it is the usual procedure to use a soft tympan, as less make ready is required. With coated stock combined with new type, linotype or monotype, sharper and more satisfactory printing is secured by using a hard tympan. Where halftone plates are combined with type or electrotypes it is even more necessary than ever to use a hard tympan for good results. Of course, exceptions are found where speed and short runs require quick make ready, then a softer tympan may be employed. For good work we would prefer the comparatively hard tympan to the soft.

Printing Celluloid Rulers

A Canadian pressman sends several specimens of rulers printed in black ink on white celluloid. The work stood a close scrutiny and appears to good advantage. The pressman was very modest in his estimation of the work and asked for suggestions toward improvement. He states that he used bookbinders' black ink in the production.

Answer.—As we stated, the work was inspected very closely, and we could not find any point to criticize adversely. The use of bookbinders' ink in preference to the ordinary job black was the proper selection. Where it is necessary to secure ink for this grade of material the special black for celluloid is advised. The special article on celluloid printing which appeared in the June, 1920, issue of THE INLAND PRINTER should prove interesting to pressmen who occasionally print on this refractory material.

An Attractive Specimen of Novelty Printing

A Canadian printing concern sends a section of a piece of millboard with a design in several glossy colors with a keyplate in black. The letter reads in part as follows: "We are enclosing a piece of a sample card done by a process with which we are not familiar. Do you know how this work is done, how it compares to the regular printing and lithographing processes, and where any information can be obtained about it?"

Answer.—This is the first opportunity we have had of examining this new kind of novelty printing, if it can be called printing. A close examination shows that at least one color was applied through a fine fabric. If you still have a part of the card, examine the light cream color with a magnifier. The other colors may also have been applied by stencil, but fabric marks do not show. This is possible where large areas are applied, as the fabric is not then needed. The keyplate is

undoubtedly printed as the indentation therefrom shows plainly. The specimen may have been made in the following manner: Millboard is shellacked, which makes it receptive of the paints used in the stencil process. Stencil masks are used, and the paint (not ink) is applied by hand, or possibly by machine. As the paint dries, each succeeding color is applied. The sheet is then fed into a platen press and the keyplate is printed thereon. Finally the entire surface is again shellacked or varnished. In stencil work, the edges of color patches are more or less ragged in appearance, hence the keyplate should have strong lines for the demarcation of the patches, in order that the roughness of edges will not be visible. We are unable to inform you where this work is done. We have no doubt but that with a suitable design you could produce satisfactory novelty printing yourself after a little practice.

CHARLES FULTON WHITMARSH PASSES AWAY



THE news of the death of Charles F. Whitmarsh, general manager of *The Printing Art*, comes as a great shock to his many friends and admirers. While it was rather generally known that he had not been in the best of health for some time past, nevertheless there was no thought other than that he would fully recover and regain his accustomed strength. Mr. Whitmarsh passed away on Thursday, October 14, 1920, at his home in Cambridge, Massachusetts, after an illness that had extended over a period of perhaps two years. About one year ago he was very low, but recovered sufficiently to be at his work a considerable part of the time. During the summer he began to grow weaker, and for the last two months was unable to be at his desk.

Charles Fulton Whitmarsh was born in Chicago in 1858, a direct descendant from John Whitmarsh, the ancestor of the Whitmarsh family in America, who sailed to this country from Weymouth, England, in March, 1635. Coming from such a long line of sturdy ancestors, it was natural that he should be endowed with a considerable amount of energy, which was well directed, and with an unlimited capacity for mastering details. He was a tireless worker and student, which led to his early mastery of all the requirements for good printing and advertising. He came from a family of printers, his father having had an enviable reputation as a proofreader, being recognized as one of the best in Chicago during his time. Starting into the printing business at an early age Charles F. Whitmarsh devoted practically his entire life to the work he loved so well.

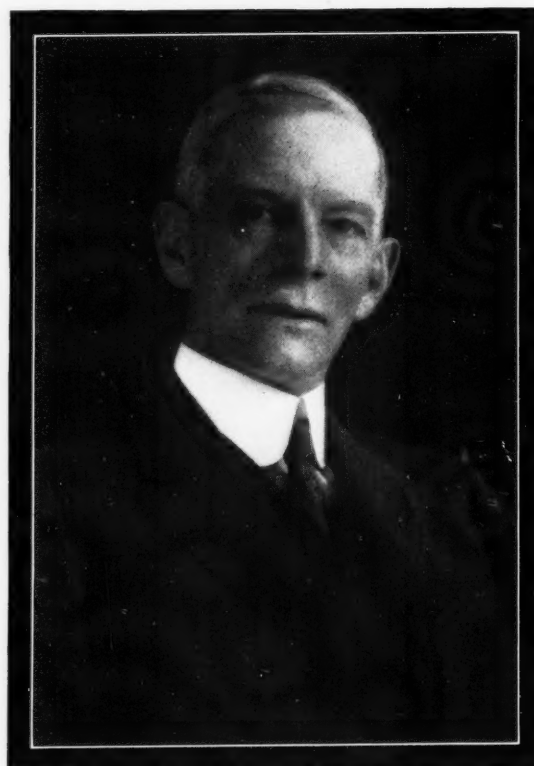
Early in the year 1888 Mr. Whitmarsh became connected with The Henry O. Shepard Company, where his taste and judgment in the preparation of every variety of printed matter were unquestioned. He remained with the company for fifteen years, during which time he was also the secretary and associate editor of *THE INLAND PRINTER*, in which capacity he was directly responsible for a large part of the correspondence as well as for the advertising, also finding time to render a great amount of assistance on the editorial work. To him was due a large share of the credit for the high character maintained by this journal during his connection with it.

Prior to his connection with *THE INLAND PRINTER* Mr. Whitmarsh spent twelve years with Rand, McNally & Co., for a long time being in charge of the proofreading department.

In January of 1903 Mr. Whitmarsh ended his long and faithful service with *THE INLAND PRINTER*, resigning in order to avail himself of the opportunity to enter upon an independent business in advertising and the preparation of business literature, in which his long experience and intimate knowledge of all branches of printing could be used to great advantage.

A few months later, however, he became associated with *The Printing Art*, published by The University Press, of Cambridge, Massachusetts, remaining as the general manager of that publication until his death.

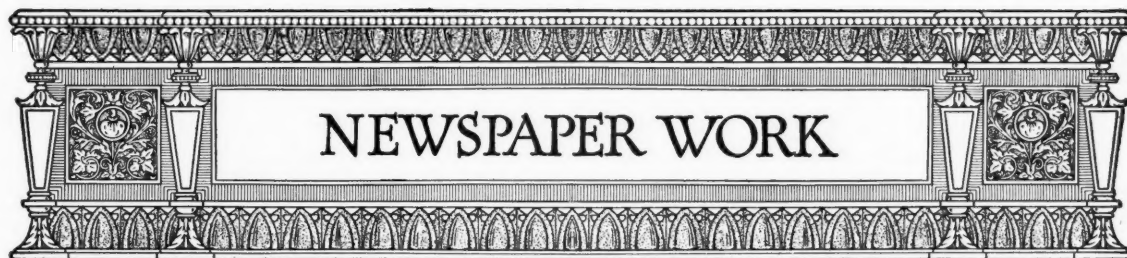
The skill, knowledge and judgment possessed by Mr. Whitmarsh have been reflected year after year through the pages of *The Printing Art*, presenting, as that journal has at all times, the highest character of the printer's art.



Charles Fulton Whitmarsh.

The esteem in which Mr. Whitmarsh was held by all who knew him is exemplified by the expression, made to the present writer by one who knew him intimately and who worked with him for some time: "He was one of God's noblemen." Likewise, the following letter, addressed to the editor of this journal by S. K. Parker, for years in charge of the proofreading on *THE INLAND PRINTER* and now retired, gives a good insight into the character of the man:

"It was with great regret that the writer read of the death of Mr. Charles F. Whitmarsh, business manager of *The Printing Art*, Cambridge, Massachusetts. It was during the period that Mr. Whitmarsh held a similar position on the staff of *THE INLAND PRINTER* that the writer knew him. Between the business office and the proofroom there was not the close association that others enjoyed, yet the influence of Charley as a courteous, affable gentleman was strongly felt by the proofreaders. Being the son of a man who had held a high reputation as a proofreader with the firm of Rand, McNally & Co., Charley was not only a good one himself, but keenly appreciative of the difficulties proofreaders encounter. His taste in typography was unquestionable, as was evidenced in the makeup of *THE INLAND PRINTER* and in *The Printing Art*, yet he was always ready to hear and consider suggestions regarding improvements. Mr. Whitmarsh was a hard worker, and he no doubt injured his health in later years, as powers of endurance lessened with age."



BY G. L. CASWELL.

Editors and publishers of newspapers, desiring criticism or notice of new features in their papers, rate cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to The Inland Printer Company, 632 Sherman street, Chicago. Criticisms of newspapers can not be made by mail.

Should Local Papers Have Editorial Pages?

At a recent newspaper conference, where weekly and small city papers were represented, a luncheon was given the editors by the Commercial Club of the city. A number of business and professional men attended as a matter of courtesy to the publishers, as well as for the interest they have in all lines of business affecting the community. A member of Congress spoke briefly, expressing some wonder that more of the local newspapers do not have good editorial columns, full of the expressions and sentiments of the editors. He felt they were lacking in this respect and were unmindful of a splendid opportunity to discuss public and civic affairs for the benefit of their communities.

A timely observation. The public is almost surfeited with editorial expression in the metropolitan press — expression inspired by no man knows what influence. Usually, and almost wholly, hired brains produce the editorial columns of the papers in the large cities. The editor himself may never be known outside the immediate circle of his acquaintances. Seldom does his name appear, either at the head of the page or signed to the articles he writes. However learned and profound his editorials may be, the majority of his readers have cause to wonder about his identity, and because of this mystery they may discount what he says. With the small daily or local newspaper the editor is known personally to most of his readers. They turn to his editorials with an interest in "what Mr. B—— has to say this time." They read what he says, not expecting to have to agree, and often they do not agree. But they read and ponder and discuss his ideas, and the community is the better for having such public expression to bring out all sides of matters and things of interest. If he is an active, progressive, substantial and influential citizen his views carry a thousand per cent more weight comparatively than the expressions and ideas of the unknown hired writer of the metropolitan press, because the local editor is held responsible for what he says, and is personally accountable to a constituency that feels at liberty to call him by his first name. The college trained or business inspired writer of the larger press may prostitute his brains and not suffer the stigma that an outraged community may heap upon a writer who is well known and accessible. The local editor can not and dare not sell his editorial expression, and, we believe, he seldom if ever does. It is his private department conducted for the public weal, and what he says gives pleasure to many personal friends and supporters, even if at the same time it confounds some whose local interests run contrary.

And there's the rub. Local interests often run contrary to certain municipal plans and politics, to certain suggested reforms and activities. Where his friends are on both sides the local editor and his paper may be held accountable and may later be punished for taking sides in controversies. He may conclude that having no editorial column and no personal

expression in his paper is by far the safer and better way to run his newspaper. One of the most successful small city papers we know of has always followed the policy of no editorial expression whatever. The news, and the news only, is printed in it. The editor has said that if he should find on glancing over his paper an opinion or editorial expression of views or policy in it he would stop the press and remove the offending article. But the paper is criticized and often condemned for its lack of policy and position.

The decision between the two viewpoints on this matter may depend on the support the public gives the editor when he projects his views for the public welfare. Taking a stand for a popular measure is easy and may pass without much comment, but forcing new ideas to the front and trying to educate or direct a public sentiment against its will, no matter for how worthy a purpose, often brings down upon the head of the local editor such criticism as makes him wonder if it is worth while. The public favoring his stand on such matters remains quiet and inactive in most cases, individual business men not caring to share with the editor the consequences of participation.

Then, is a local newspaper warranted in having a strong and aggressive editorial policy?

To the timid and doubtful, it is not. But to the strong, aggressive, pushing spirit it is. We must admire the men of the latter class who take more pride in their editorial pages than in the double page spread of chewing gum advertisements on the inside. They make a stronger country newspaper sentiment. But in order to make what they say and do worth one hundred per cent in the community they must have the standing of the most substantial citizens in their business life. The business end of the local newspaper must hook up with and balance the editorial end, else the sentimental side will lose out every time. Neither one nor the other should be too far superior, and most certainly neither should be neglected.

Local Papers Make Advertising Effective

There is not sufficient propaganda going to impress foreign advertisers with the importance of the local newspaper as an advertising medium. Most local newspapers can ring the bell for one hundred per cent efficiency as advertising mediums, or come very near it. Recently we heard a splendid advertising and publicity man for one of the largest concerns in this country addressing an ad. club. He displayed charts and put across his ideas perfectly. And one of his charts illustrated his system of advertising. He showed five great rays of light, these representing national farm papers, state farm papers, national periodicals, daily papers, and beautiful folders and mail matter. The five rays were going directly into a "burning glass," the handle of which was the "local dealer." And the burning glass gathered in the five rays of light, focusing them into one strong, active, penetrating, burning ray — and this burning ray, the element that struck fire and made all

the advertising effective, was the local newspaper. We thought it a fine tribute to the power of the local press of this country. It is splendid that great publicity men who study and know the effect of their work have found the real point of contact that causes fire, light and energy. But he went on further and stated that the problem of his concern was to get the local dealer to hold the burning glass where it would gather the rays and reflect them through the local paper. In other words, he found that the local newspaper man had not "sold" his paper to the local dealer to the extent the manufacturer needs, and for this reason his publicity department was pursuing a policy of requiring the local dealer to sign up a contract to do six months of advertising in the local paper when he buys the manufacturer's goods.

We firmly believe if the local newspapers of the country can convince the local dealers of the fact illustrated by the manufacturer's publicity department—that it takes the local newspaper to really sell the goods to the consumer—there will be a rush of advertising contracts to the local press, and not even the best organized publishers of farm or other papers can sidetrack them, as they are now doing.

Job Printing Plants and Newspapers

Most of the thousands of smaller newspapers in this country maintain job printing departments, and we believe for the first time in their history a majority of them are actually making a profit on their job printing business. We make this observation after having visited many such newspaper shops and investigated this point. It has been the case ever since Ben Franklin set type with his own hands and tried to make printing a real art, that printers have not charged what their product was worth. The very narrowness of their viewpoint as they picked the types from the cases made them miss the items of expense that gathered all along the way from the front walk to the lye pot in the back end. There are more job printing plants in the boneyard of business than anything we know of, and it comes largely from this fact. Many of the newspaper job printers have regarded the job plant as the user of their idle time between publication days, never dreaming that it could waste their money. But when they emerged from the old style hand press and six cases of type into the new world of printing where one \$3,700 machine takes its toll of interest and depreciation charges, of rent and heat space every day, whether the wheels turn or not, thus equaling and more than equaling the old hand composition wages—then came the awakening. The job department either had to make money or lose money. A study of the situation disclosed the fact in hundreds of shops that they were losing money—and the public never yet thanked a man for doing work for nothing and neglecting to pay his bills. We have found job departments in newspapers losing all the way from \$2,200 a year down to an even break. It was because of the increase in costs and a lack of knowledge of the business end of printing. The publisher has staggered under the increased wages for his help, and has complained of the high cost of his paper stock—and usually has kept just six months behind the drum major leading the procession. At the same time the merchant, the manufacturer, the grocer, the electrician, the plumber, the repair man and most others who have to make their living directly from their product and their work, neither waited nor apologized for making such advances in price as met their needs—and they paid their income tax. Failures have been fewer in the United States in the past year than for half a century, but not among the newspapers and printers; selling out and consolidations only have saved many more from bankruptcy. It has been simply lack of knowledge of the facts that caused this condition. And the first ones who woke up had to kick the others in the ribs and half way down stairs to get them to see it. Job departments of most newspaper

plants are now paying their way; a few of them are paying a profit—if they can get the help to turn out the work at the increased prices.

Observations

Almost every day some publisher asks if we think he can get a rate of 25 cents an inch for his display space, with but two thousand circulation. If he doesn't, he can't make any profit on his space in these good days of plenty of money and

FIRST ANNUAL BEET FESTIVAL EDITION

SCOTTSBLUFF STAR-HERALD
The Star-Make Money by Read Advertising in the Star-Herald

THURSDAY, SEPTEMBER 9, 1920

Scottsbluff Bids You Come and Be Merry

HISTORY BEET SUGAR INDUSTRY IN VALLEY

First Annual Sugar Beet Festival
September 9, 10, 11th

SCOTTS BLUFF COUNTY FAIR BEST IN STATE

It's Scottsbluff's Treat; Three Days of Real, High-Class Entertainment

Thursday, Friday and Saturday, September 9th, 10th and 11th



First page from special edition of the Scottsbluff (Neb.) Star-Herald. The banner headline and the headings below the illustration were printed in red, the illustration in green. A most effective initial page for an unusually fine special number.

little help. We have rate cards of hundreds of papers quoting 25 cents and 30 cents an inch for good local papers that cover their field perfectly. The rate recommended by the National Editorial Association committee is 35 cents an inch for papers of two thousand circulation, this rate allowing for a fifteen per cent commission to advertising agencies.

A good combination journal and cash book in a newspaper office is needed by thousands of publishers. Every week we see offices that need such a thing. They have not an adequate method of keeping track of their income and outgo, of their shop and stock values, of their bank balances, etc. Comparative figures from month to month and from year to year are absolutely lacking in most small offices. We have not a penny of interest in the matter, but the Porte Publishing Company, of Salt Lake City, Utah, has put out a very good combination cash book and journal that if kept up even by a poor book-keeper will furnish the facts to show whether a business is making or losing money week by week, month by month and year by year. We advise a thousand publishers we have in mind to send and get samples.

A whole lot of publishers would like to know who is getting the difference between the 5½ cent print paper sold by the mills and the 15½ cent print paper bought by the

small publisher using flat sheets. The answer is believed to be the brokers. It may be the brothers-in-law to mill owners or directors. It may be the large newspaper publishers who have been able to contract for thousands of tons more than they need. Or, it may be all of these. The small publishers are joining in an anti-tipping crusade, and they are going to make vigorous protest against having to "tip" anybody for the privilege of buying print paper. The ladylike fellows who never join organizations or do anything but sing while they lull the presses to sleep will not help stop anything, but the strong men of the profession are getting their "mad" up.

REVIEW OF NEWSPAPERS AND ADVERTISEMENTS

BY J. L. FRAZIER

FRED IRESON, Williamson, West Virginia.—The *Independent* is a mighty fine little paper. We hope the mechanical and editorial excellence will be maintained as the paper grows to larger proportions. The start could not be better.

JOHN DEHNER, Quincy, Illinois.—The Halbach-Schroeder page advertisement which you sent us is excellent. The cuts are good, they are nicely arranged and the typography is neat and legible. Good use of white space adds to the appearance and impressiveness of the display.

MAX WILCOX, Bayard, Nebraska.—The page advertisement for the *Chautauqua* is nicely arranged and effectively displayed. We have no suggestions to make for improvement, feeling confident that it is good enough to answer all publicity purposes, besides being very pleasing to the eye.

The Pleasant Hill Times, Pleasant Hill, Missouri.—Your paper is very good indeed. Presswork is clean and uniform, makeup is neat and orderly and the advertisements are simply and effectively displayed. With good emphasis placed



Specially designed first page from the "Booster" edition of the Riverton (Wyo.) *Review* of forty-eight pages, published on the occasion of the state convention of the Odd Fellows and Rebekahs.

on the one or two main display features and the rest of the matter held in the body in readable type, with ample and uniform margins an effect is created that is hard to beat.

Campbell County Record, Gillette, Wyoming.—Outside of the fact that the news headings on the first page are overbold there is nothing to find fault with in either of the copies sent us for review. The presswork is remarkably good while makeup throughout is excellent. A pleasing feature is the consistent use of one style of display type for advertisements, which is responsible in no small measure for the pleasing appearance of the paper.

DeSmet News, DeSmet, South Dakota.—First page is well made up and there is a good amount of local news matter throughout the paper. Presswork is satisfactory. The advertisements are sometimes very good, other times not so good, the leading fault being too much display or main display that is too weak considering the size of the subordinate matter. Consistent use of plain rule borders instead of the variety of decorative borders would improve the appearance of the paper materially.

The Ortonville Independent, Ortonville, Minnesota.—A splendid paper from start to finish. Every feature shows the result of careful and intelligent attention. The general use of one style of display type and a limited use of others that are decidedly harmonious—New Caslon for the bulk of the display with regular Caslon and a little DeVinne for the remainder—give the pages a pleasing appearance. Nothing of emphasis is lost, however, but a great deal has been gained. Our compliments on your fine paper.

The Clay County Sun, Clay Center, Nebraska.—The first page is nicely made up outside the fact that there are two advertisements in the lower corners. The fact that these are small minimizes the bad effect, of course. Presswork

HOLMBERG MACHINE SHOP

Expert Automobile and General Machinery Repair Work

A force of skilled mechanics with good tools to serve you

U. S. Battery Service Station

N. J. Holmberg
Proprietor

VULCANIZING

Old Tires Made New by the Latest Improved Methods

Get: Half Sols, Savage Tires, Fork Tires and Tubes, Automobile Accessories, Oils and Gasoline

The first vulcanizing shop on Great Highway crossing Riverton

RIVERTON TIRE & VULCANIZING SHOP
307 South Broadway

Characteristic page from Special Booster Edition of the Riverton (Wyo.) *Review*, illustrating excellent and interesting grouping of halftone illustrations and good advertising display.

is excellent, and the advertisements are neatly and simply arranged and effectively displayed. We consider that there is no feature in the production of the *Sun* where improvement is demanded, and as long as the present high standard is maintained you can feel that your paper is above the standard.

Tri-County Press, Polo, Illinois.—Presswork is very clean, although, perhaps, a trifle pale. The first page would be made more interesting in appearance if there were more reasonably large news headings thereon. There are but two on the issue sent us and there ought to be at least six. We note with a great deal of pleasure that you follow the pyramid quite generally in the placing of advertisements, and this gives an excellent effect. Advertisements are effectively displayed as a rule, the only points we would criticize being the effect of crowding in places, purposeless and unattractive paneling in others and the fact that types of different shapes are sometimes used in the same display.

Scottsbluff Star-Herald, Scottsbluff, Nebraska.—The "First Annual Beet Festival Edition" is a hummer of twenty-four pages, the first page, with a banner headline in red and a large illustration in green—a combination of a lady's head with hair representing the leaves of the popular vegetable in your territory, the beet, the whole drawing shaped up to suggest a beet—is very striking indeed, much more so than is indicated by our reproduction, perforce in one color. Presswork is excellent and the composition of advertisements far and away above the average. In fact the paper as a whole reflects a large measure of credit upon every one having a hand in its production.

HUGH P. COWDIN, Grand Prairie, Texas.—First page makeup is indeed "peppery," if not a little too much so for a local weekly newspaper. However, we would prefer to see the headings just a trifle too large, as they are, than too small. Arrangement of headings is excellent. The makeup of inside pages is according to the most approved standard, the pyramid, hence no fault can be found with that feature. The advertisements are effectively displayed and neatly and simply arranged, in fact the only fault we have to find with them is with the borders. Plain rules would make a far more attractive paper than the variety of decorative borders used, some of which are altogether too attractive in themselves and hence draw attention from the type, the important feature.

HAVE you ever seen a copy of the *Sing Sing Bulletin*? Well, it's a treat. Exceptionally well made up, set in a legible size of an especially legible type and "printed like a book," it is a worthy example of the art of newspaper making. But the seeing is not half so interesting or educational as the reading of it. Take the article "A Mother's Visit to Her Boy in Sing Sing"—it opens the eyes to the fact that our prisons have indeed become places where men are rebuilt, made to see the wrong of what they have done and taught to walk the straight and narrow path when their service is completed. The mother found many things that she did not expect to see—cleanliness, kindness, consideration,



BOOK REVIEW

This department is designed particularly for the review of technical publications pertaining to the printing industry. The Inland Printer Company will receive and transmit orders for any book or publication. A list of technical books kept in stock will be found in our catalogue, a copy of which will be sent upon request.

Anatomy for Art Students

Art students who have been benefited by John H. Vanderpoel's masterly work on *The Human Figure* and who want to go further into the subject are advised to examine George B. Bridgman's "Constructive Anatomy." Mr. Bridgman is lecturer and instructor on the construction and anatomy of the human figure at the Art Students' League, New York. The work contains over four hundred illustrative sketches. It can be secured from the publisher, Edward C. Bridgman, or through The Inland Printer Company.

"Laboratory Manual of English Composition"

This book teaches English by the inductive method. There is no long array of examples and rules for the student to absorb, but instead it aims to make the student an independent worker. In other words, the book is one of assignments, not of definitions. The plan and method of the book makes the assignment in English composition as definite as an assignment in mathematics. Attention is also given to oral work in English, and the book can be used with any standard rhetoric designed for high school work.

"Laboratory Manual of English Composition," by Stanley R. Oldham. Published by the World Book Company, Yonkers-on-Hudson, New York.

"Lockwood's Directory of the Paper and Allied Trades, 1921"

The forty-sixth annual volume of this well known work reflects the activity that has characterized all branches of the papermaking industry during the last year. Improvements have been made in many instances, resulting in a general spirit of expansion. It is significant that there are but seven idle mills in the United States listed in the 1921 directory; the 1920 edition showed sixteen. Other mills contemplate resuming operations in the near future. The coöperation of the trade is again asked in increasing the helpfulness of the section of the directory devoted to paper specialties.

"Lockwood's Directory of the Paper, Stationery and Allied Trades, 1921." Published by the Lockwood Trade Journal Company, Inc., 10 East Thirty-ninth street, New York.

"The Organization of Industrial Scientific Research"

There's a lot of dry reading in store for the printer who attempts a study of the new McGraw-Hill book entitled "The Organization of Industrial Scientific Research." But, with all its dryness, the book treats of a vital subject, the need for definite research work in modern business. The author gives frequent examples to show that those who have completely ignored research work have eventually lost out in their positions of industrial leadership. After "selling" his readers on the need for a research department, the author answers in

detail the various questions that will arise, such as "What will it cost?" "Where shall I get men?" "What should it do?" If you want some "heavy" reading, get this book; you will be well repaid for your efforts.

"The Organization of Industrial Scientific Research," by C. E. Kenneth Mees, D. Sc. Published by McGraw-Hill Book Company, Inc., 239 West Thirty-ninth street, New York city.

"Solving Advertising Art Problems"

Both buyers and sellers of artwork will find much of value in the book of this title. After reading the book the buyer will be enabled to more easily discern the good from the bad, and the seller will find it easier to make suggestions to his clients for artwork. Reproductions of, and explanatory notes on, more than two hundred designs of advertising art which have been successful in promoting the sale of merchandise are included.

In many cases artwork is prepared for the purpose of simply pleasing the eye. This work points out the fallacy of this attitude, showing by word and example that artwork has but one duty, to sell something, and not especially to please the advertiser. The illustrations are necessarily small and much of the effectiveness of the originals is lost in the one color reproductions, nevertheless the ideas are there and with the explanatory notes which accompany each illustration the reader will readily visualize the general effect of the designs.

"Solving Advertising Art Problems," by Harry A. Weissberger and William G. Sesser. Published by Advertising Artists, Inc., 33 West Forty-second street, New York city.

"Handbook of English Composition"

Not since we studied English in our school days have we seen so valuable a book of its kind as the newly revised edition of "Handbook of English Composition," recently published. It is one of those books that is never exhausted, just such a work as the business man will want to have handy on his desk for quick reference. It would be a fine thing for every compositor to have a copy on his frame to help him over puzzling situations in the use of English.

Instead of a quantity of material that is of use only now and then, the book is packed with suggestions and explanations of confusing points of grammar and rhetoric in everyday use. For instance, under "Abbreviations," we note a comparatively small list, but each example is an abbreviation in common use. The idea throughout the book seems to have been to discard all matter that is obsolete. The material is grouped and indexed for ready reference and aids in securing immediate results.

Separate chapters deal with capitalization, punctuation, italics, abbreviations, syllabication, compounds, spelling, construction and criticism, mechanical aids and processes, letter writing and copy for the printer. The appendixes contain useful information on poetic forms; synonyms, antonyms and homonyms; words often mispronounced; a few common

errors; business forms; and theme correction. There is also a complete bibliography.

"Handbook of English Composition," second revised edition, by Luella Clay Carson. Published by World Book Company, Yonkers-on-Hudson, New York.

"Annual Report of the Smithsonian Institution, 1918"

The actual report of the Smithsonian Institution has very little of interest to the lay reader. The copy which was recently sent to the editor of *THE INLAND PRINTER* is published for the year ending June 30, 1918, and contains reports of committees and branches connected with the Institution.

It is the general appendix to the report that holds the interest of the average reader. This takes up over four hundred pages, or about one-fifth of the entire book. The appendix furnishes brief accounts of scientific discovery, reports of investigations along scientific lines, and memoirs of general character or on special topics that are of interest to the correspondents of the Institution. The articles are written in non-technical language and should attract the notice of a large number of readers.

"Annual Report of the Smithsonian Institution, 1918." May be procured from the Superintendent of Documents, Government Printing Office, Washington, D. C.

"Photoengravers' Handbook on Etching and Finishing"

P. C. Raymer, who teaches photoengraving in Effingham, Illinois, has recently published what he styles a "Photoengravers' Handbook on Etching and Finishing." As the title would indicate, this work deals almost exclusively with etching and finishing. Other branches are but lightly touched upon. It is not intended as a complete encyclopedia of the processes, but, as the author states, "rather as a guide and brief treatise in simple terms for the engraving student and apprentice in connection with their daily practical work." As such it should prove valuable and useful to a great many engaged in the business. The need for actual practice and not mere theory is emphasized in order for any one to become an expert photoengraver. An appendix, giving examples of commercial photoengraving, gives a clearer conception of the matter described in the treatise. The handbook is true to its name, being only 3½ by 6 inches in size and little more than a quarter of an inch thick.

"Photoengravers' Handbook on Etching and Finishing," by P. C. Raymer. Published by the author, 420 Park avenue, Effingham, Illinois.

"Employees' Magazines"

The house-organ, or, to be more explicit, the employees' paper, is more and more coming into its own, and it is especially timely that Peter F. O'Shea, former editor of *Helix*, house paper of the Greenfield Tap and Die Corporation, should bring out his book, "Employees' Magazines." The author not only gives expert advice regarding the establishment of a journal of this character, but goes further and takes up the details in connection with the work. For instance, after discussing in Chapters 1 and 2 the value and purposes of an employees' paper, three chapters are given of special interest to managers and superintendents. Chapter 3 takes up the educational work of a house magazine, while Chapter 4 tells how a house magazine may be made to improve morale. Chapter 5 gives something of the personal element under the heading, "Democracy of an Employees' Magazine."

The editor's duties are outlined in Chapter 6. Other chapter headings are: "Editorial Methods and Costs," "A Contractor's Employees' Magazine," "Magazines for Offices, Stores and Sales Organizations," "Learning from Other

Fields." A brief list of similar publications is appended, and the author has had the foresight to arrange for house-organ publishers to exchange with any reader of the volume. He also states that his services in the installation and reorganization of any house magazine will be available at any time, if desired.

"Employees' Magazines," by Peter F. O'Shea. Published by the H. W. Wilson Company, 958 University avenue, New York city.

"The Commercial Photographer"

It was rather difficult to get a compilation of facts and figures in commercial photography until L. G. Rose prepared several articles on the subject, originally for publication in the *Bulletin of Photography*. These articles have recently been published in a book entitled "The Commercial Photographer," in handy form for reading and reference. While the variety of work of the commercial photographer is seemingly endless, the topics treated are practical and employed in the regular course of business. One thing the author condemns, and rightly, too, is price cutting. It would seem that printing is not the only industry afflicted with these parasites, the price cutters.

Although written for the special use of commercial photographers and those who intend to take up commercial photography as a profession, it would not be a bad idea for printers to read up on the subject. We hardly believe that the commercial photographer will become jealous of the printer's knowledge of photography; on the other hand, the printer will be in a position to offer some real coöperation to his friend the photographer. There are nearly one hundred and fifty pages in the book, covering the field from the equipment to the building of the business.

"The Commercial Photographer," by L. G. Rose. Published by Frank V. Chambers, 636 Franklin Square, Philadelphia, Pennsylvania.

BITS OF PRINTER WISDOM

BY GEORGE W. TUTTLE

A man is known by the printer he keeps.

A contented patron is a continual feast—for the printer.

A short horse may be soon curried but a good job is not soon forgotten.

The proof of the printer is in the printing, but the proof of the patron is in the paying.

To spread the gold of thought upon ill printed paper is too much like spreading pearls before swine.

The manufacturer puts in the paper his water mark, the printer puts on his ink mark, and the patron puts on the dollar mark—they all do their duty, mark you.

Did you ever receive a bill on a billhead that impressed you in about the same manner that a red rag does a gentleman cow; that made you feel like saying: "O come, Smith, give us a chance to chip in and get you some real printing?"

Yes, the word "cheap" is in the dictionary. Leave it there. It is a poor word plant to set out in a printing office. When it takes root it proves as satisfactory as the camel whose nose was in the tent.

PHOTOENGRAVERS' UNION STATISTICS

Among the items of interest in the annual report made at the convention of the International Photoengravers' Union by Henry F. Schmal, secretary-treasurer, are these: The receipts for the year were \$110,006.26, while the expenditures were \$127,365.62. For the benefit of members suffering with tuberculosis \$15,292.25 was paid out, and for funeral benefits \$5,100. The membership of the union in 1919 was 5,229, while in 1920 it was 6,149.

TRADE NOTES

Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

Who Knows Charles W. Flint?

Does anybody know of the present whereabouts of Charles W. Flint? He was at one time foreman of a job office (non-union) in North Dearborn street, Chicago, and is the son of Willard and Ella Flint. His mother, having lost track of him, has requested THE INLAND PRINTER to assist in finding her son. If Mr. Flint sees this notice he is asked to write at once to Mrs. Joseph Juneau, 1422 Vine place, Apartment No. 1, Minneapolis, Minnesota. Any one having a clue as to his whereabouts will confer a favor by writing to Mrs. Juneau at the address given.

International Electric Company in New Home

The International Electric Company, Indianapolis, is now in a new location, 217 McCrea street. The steadily increasing demand for International electric heaters has resulted in a constant growth of the company. More than five times the former floor space will be available in the new location. New machinery has been added to increase production and at the same time keep up the high quality that has been established for International products.

Paper Cutting Scale

A great convenience to the cutter man who must cut his stock in a variety of small sizes has recently been perfected and introduced to the trade by Charles Krantz, 49½ First street, Portland, Oregon. It is known as a "Paper Cutting Scale," and shows at a glance the number of pieces that can be cut from any sheet up to 50 inches in length. Separate scales are shown for each size from 17 to 50 inches. For ease in figuring stock, fractions have been converted to halves, quarters, eighths or sixteenths. Inquiries should be addressed to Mr. Krantz, the compiler.

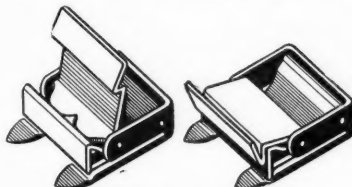
"Barney" Chittick Returns to Intertype

Announcement has been made of the appointment by the Intertype Corporation of B. F. Chittick as manager of the Middle Western branch, effective October 1. He succeeds Frank M. Sherman, who, at the urgent request of the International Trade Composition Association, was relieved of his duties to again take up the work as secretary of the association and director of the trade composition branch of the United Typothetae of America.

"Barney," as Mr. Chittick is known to the trade, has been in the newspaper and allied lines nearly all his life. He was at one time associate editor of THE INLAND PRINTER, also secretary of the Composition Club of Chicago, and later assistant manager of the Middle Western branch of the Intertype Corporation. He has the best wishes of the trade in his new appointment.

Feed Guides to Replace Quads

Every pressman knows about the valuable time lost by the use of quads and other makeshifts for guides. Added to the possibility of the quads coming loose in the middle of a run is the inconvenience of handling



Strait's Patent Lever Feed Guide—Open (left); Closed (right).

glue and adhesives. The thought uppermost in the mind of the inventor who designed the patent lever guide was to produce something which would satisfactorily replace the quad as a feed guide. A set can be put on a press in a few seconds, and due to their construction they will stay where set. The best way to be convinced of the superior qualities of these guides is to try out a set in your own plant. H. H. Strait, Overland, Missouri, has them for sale, and he will be glad to furnish more particulars to interested inquirers.

Bashelier With Unit Construction Company

F. M. Bashelier, who joined the forces of the Kramer Woodworking Company, of Philadelphia, about two years ago, as designer of printers' furniture, has recently severed his connection with that concern, and is now with the Unit Construction Company, Fifty-eighth street and Grays avenue, Philadelphia, Pennsylvania. Under Mr. Bashelier's direction this company will manufacture the Unico system of printers' furniture on a large scale. The new factory, which has been described as the perfect plant, is in full operation, making furniture in both wood and steel. Friends of Mr. Bashelier, we are sure, will be pleased to hear of his present connection.

Paper Mill Superintendents to Meet November 12 and 13

An educational feast has been prepared by the American Pulp and Paper Mill Superintendents' Association for Friday and Saturday, November 12 and 13. The occasion is the annual convention, to be held at the Congress Hotel, Chicago. The sessions will be of interest to all connected with the printing and allied industries, and in addition to the addresses and conferences, excellent entertainment features will be provided. Arrangements are being made for the special entertainment of women visitors. Peter J. Massey, secretary-treasurer, will be glad to answer any questions or supply information if you will write to him at 3340 North Paulina street, Chicago.

R. D. Ewing New Manager for New York Office of A. W. P. Co.

The American Writing Paper Company announces the appointment of R. D. Ewing as manager of its New York office, effective October 15. Prior to his recent appointment he was manager of the company's bonds, writings and ledgers section at the Holyoke office. Mr. Ewing acquired his early training in the American Writing Paper mills and later spent four years as a salesman in the office of which he is now manager. His experience and his acquaintance in the trade eminently fit him for his new position.

Hot Printing Increasing

It is becoming quite fashionable now for one member of the typographical fraternity to greet another with: "Good morning! Are you a hot printer?"

The Utility Heater Company, which originated the phrase to emphasize the advantages of the Utility safety gas demagnetizers for eliminating static electricity from paper and quickly drying the ink, has been most successful in the two short years of its history. The firm is now at 239 Centre street, New York, and has just doubled its factory capacity.

The Latham Automatic Registering Company, of Chicago, New York and Boston, is handling the Utility exclusively in the United States and Canada.

The Utility heater is the invention of Charles H. Cochrane, who edited the Patent department of THE INLAND PRINTER about 1900. He celebrates this year his fiftieth anniversary in printing, and boasts that he grows younger every year.

Franklin Weston

Franklin Weston, chairman of the board of directors of the Byron Weston Company, Dalton, Massachusetts, died at his home in Pittsfield, Massachusetts, Friday, September 24. He was born in Dalton, August 13, 1866, and educated at Greylock Institute and at Phillips Academy. From there he



Franklin Weston.

entered his father's mill, where he acquired a practical knowledge of papermaking, and entered the business which his father had established. In 1892 the business was incorporated and Franklin Weston was then elected treasurer. Upon the death of his father in 1898, he was chosen president, and held that office until this year, when at the annual meeting, he was elected chairman of the board of directors.

Mr. Weston was married to Miss Edith Clement Brower in 1893. Besides his widow he is survived by three daughters and one son. He also leaves two sisters and two brothers, Philip and Donald, of Pittsfield, Massachusetts. The funeral was held from the family home in Pittsfield on September 27, burial being in the family lot in Dalton.

Boston to Have Printing Exhibition

Boston is to have a printing exhibition which, according to an announcement received by the editor, promises to excel any previous event in the graphic arts annals of that city. The exhibition is to continue for two weeks, November 8 to 20, in the Exhibition Hall of the Rogers building. Five organizations have already joined in the project and are backing it to the limit.

The exhibition will be in two divisions, national and New England exhibits. The national section will consist of the exhibits prepared by the American Institute of Graphic Arts, which have already been shown in several of the larger printing centers over the country. The New England section will consist of original designs by members of the Artists and Designers League, and a general range of engraving, colorwork and bookmaking by New England firms.

Robert Seaver is chairman of the exhibition committee; Henry Lewis Johnson,

secretary; Herbert Farrier, treasurer; John Power, chairman of New England exhibits, and Jacob Levin, chairman of publicity. Announcements of the details of the exhibition are obtainable from the Boston Typothetae Board of Trade, 176 Federal street, and from the secretary of the committee, Henry Lewis Johnson, 516 Atlantic avenue.

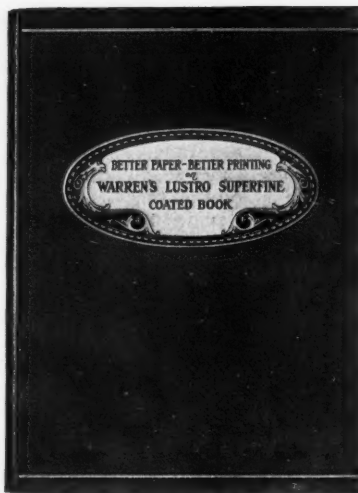
Decision Favoring Miller Saw-Trimmer Company Confirmed

A recent announcement received from the Miller Saw-Trimmer Company, of Pittsburgh, Pennsylvania, states that on October 4 the Court of Appeals of the District of Columbia denied a petition for a rehearing in connection with its decision, handed down on June 2, 1920, in favor of the company. The announcement continues:

This definitely confirms the decision that Hans Honigmann is not the original inventor of certain mechanical features pertaining to automatic feeding devices for printing presses, named in his patent No. 1,074,720, and that the Miller Saw-Trimmer Company's inventors are legally entitled to the patent covering the points contested. This action on the part of the Court of Appeals terminates a litigation extending over a period of six years. It is, in effect, an indorsement by the higher courts of the action taken by the Miller Saw-Trimmer Company a few years ago, when Duluth parties attempted to market an infringing machine known as the Honigmann automatic press feeder. The Miller people at once notified the trade of their patent rights, warning purchasers of the Honigmann machine of the patent infringement liability they assumed as users. The decision just announced sustains the justice of the stand taken at that time by the Miller Saw-Trimmer Company.

Warren's Lusto Shown in Handsome Sample Book

Those who have observed the first three volumes of the Warren Service Library will be interested in knowing that Volume 4 has



Volume 4 of the Warren Service Library.

been issued and is being distributed to the trade. Lusto Superfine Coated is featured, and several fine specimens of halftone work as well as type pages are shown. As in previous volumes, a number of blank pages are bound in the book for dummy purposes or for proofing. Requests for extra copies

should be sent to S. D. Warren Company, Boston, Massachusetts, or to any selling house handling the Warren brands of paper.

Reinhardt Elected to High Office

At the fifth annual convention held in Chicago in October, the National Association of Purchasing Agents elected Mr. A. H. Reinhardt, purchasing agent of Poole Brothers, printers, of Chicago, as the first vice-president.

This action, as well as conferring a great honor upon Mr. Reinhardt, pays a



A. H. Reinhardt.

high tribute to his ability. Members of the National Association of Purchasing Agents buy annually more than ten billion dollars' worth of materials and supplies; they are the largest organized buying power in not only the United States but the entire world. The association, although less than six years old, has approximately four thousand members in the United States and Canada, and this number is rapidly increasing. Every line of industry, from the manufacture of food products to the construction of railway systems, is represented by its members.

Nor is this the first time Mr. Reinhardt has been honored by the purchasing agents. When, chiefly through his efforts, it was decided to hold the 1920 convention in Chicago, he was selected to handle the entire affair, and to him is due a great deal of the credit for its success. It was the biggest convention, judged from every viewpoint, ever held in the association's history.

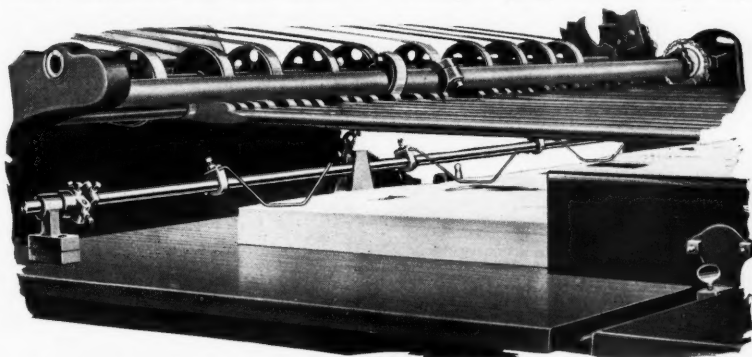
New Samples From Paper Mills Company

The Paper Mills Company, 517 South Wells street, Chicago, is distributing new sample books of Gothic Linen Announcements and Seasonable Announcements. These lines are popular among printers, and customers of the Paper Mills Company should see to it that they are provided with the latest sample books. A revised price list of commercial and personal stationery and announcements accompanies the new sample books.

A. A. C. of W. Activities

As a means for more rapidly projecting the work of the Associated Advertising Clubs of the World into local clubs, a plan was approved recently for the organization of district associations, each such district to

lie at hand in the form of a comparatively simple device, known as the "Double-fly." This device is the result of a number of years of experimental work. It has been developed in the plant of the Excelsior Printing Company, one of the largest shops



Showing the "Doublefly" holding down the sheet on the jogger board immediately following the delivery of the sheet, and before the main fly has started to return. The action of the "Doublefly" is so timed that its fingers reach the jogger board immediately following the sheet, thus holding the sheet down in place on the pile and preventing the corners from turning over.

operate under the direction of the district vice-president. Park S. Florea was at the same time elected general manager of the association. He has been in charge of the headquarters offices ever since he was elected secretary at the Louisville convention, eleven years ago.

Engraved Holiday Cards

For several months past the manufacturers of engraved holiday cards have been active in introducing their lines to printers. To the printer who feels that he has not the time to devote to personal printed cards, engraved cards offer a happy compromise.

Cards are furnished the printer already engraved, and he has but to print the buyer's name and the job is completed. Or, if the customer has a plate of his name, at a slight extra expense and delay, a complete engraved card is produced.

Among the firms offering engraved holiday cards to printers may be mentioned the King Card Company, 611 Sansom street, Philadelphia, Pennsylvania; Stauder Engraving Company, 239 North Wells street, Chicago; and Funke Engraving Company, 538 South Clark street, Chicago.

The "Doublefly," a Device for Preventing Turned Corners

Where is there a cylinder pressman, or the owner of a printing plant operating cylinder presses, who has not had good cause for worry over the corners of sheets turning as they are delivered from the press by the fly? Every practical printer is well acquainted with the difficulties arising from this source of annoyance—spoiled sheets, trouble with feeding when printing the reverse side of the sheets, also trouble when running the printed sheets through the folding machines. Vexation has reigned supreme, and many and varied makeshift arrangements have been tried for the purpose of eliminating the difficulty and avoiding the enormous waste incident thereto.

It will be welcome news to all who have experienced these troubles to learn that re-

lie in Chicago, and it has been in use in different forms in that plant for several years with remarkably satisfactory results. It is now offered to the trade in its perfected form, being manufactured and sold by the William A. Field Company, makers of machinery for the printing and allied trades, 638 Federal street, Chicago.

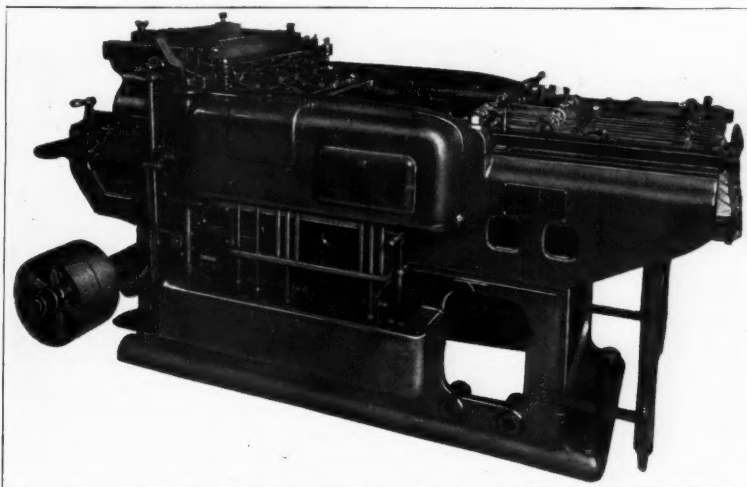
It is difficult to satisfactorily describe a device of this character, and we believe that

deliver another sheet to the main fly, when they automatically turn back out of the way. The mechanism is constructed so that the "fingers" remain on the paper longer than is really necessary, thereby absolutely preventing the corners from turning over; yet at the same time, the "fingers" turn back out of the way in plenty of time to avoid conflict with the succeeding sheet. The "Doublefly" is also adapted for use with the extension delivery as well as directly on the jogger board.

Those who are interested in eliminating the troubles and delays caused by turned corners on sheets should write the William A. Field Company for full particulars.

Hoag Automatic Presses Again on the Market

Western printers will be interested in learning that a shipment of the new and improved Hoag flat bed automatic presses has recently been received by the Western representative, William Griswold. This press has several desirable features that place it in a class by itself. In the first place, it is entirely automatic from feed to delivery. A new two speed, face up tape delivery has been added, which enables the sheets to be delivered gently into a lowering jogger box. The cylinder never leaves the bearers, thus giving a rigid impression and insuring long life to the press as well as to the printing material used in the form. A bank of distributing rollers with vibrators, a long plate,



New Hoag Automatic Press Being Sold on the Pacific Coast by William Griswold.

the accompanying illustration will give a better idea of it than can be given by mere words. However, it may be said that it consists of a steel rod which extends across the jogger board of the press and is geared to the fly. This rod has a series of "fingers" which operate in conjunction with the fly and are so timed that as soon as the sheet is delivered on to the pile they turn down and rest on the sheet, thus preventing it from being sucked up and the corners turned as the fly returns to position to receive the following sheet. The "fingers" remain on the paper until the press is about ready to

together with form rollers large enough in circumference to cover the form with a clean film of ink at every revolution, give a distribution equal to many of the large cylinder presses. The cylinder is at a dead stop while taking the sheet from the grippers, which gives a perfect register. A guaranteed speed of one sheet a second goes with the press.

The New Hoag is owned by the American Automatic Press Company, 602 Crocker building, San Francisco. William Griswold, 151 Minna street, San Francisco, is agent for the Pacific coast.

Washington Employers Hosts to Apprentices

The Washington, D. C., Typothetæ gave a dinner to the apprentices from plants of members on August 19. There were over seventy apprentices present, together with more than eighty foremen and proprietors. After dinner, Oscar T. Wright, president of the Washington Typothetæ, made a brief address to the boys, in which he outlined the advantages of learning the printing and allied trades, placing stress on the qualities which make for success.

After dinner those present were taken to the public library where the printing exhibi-

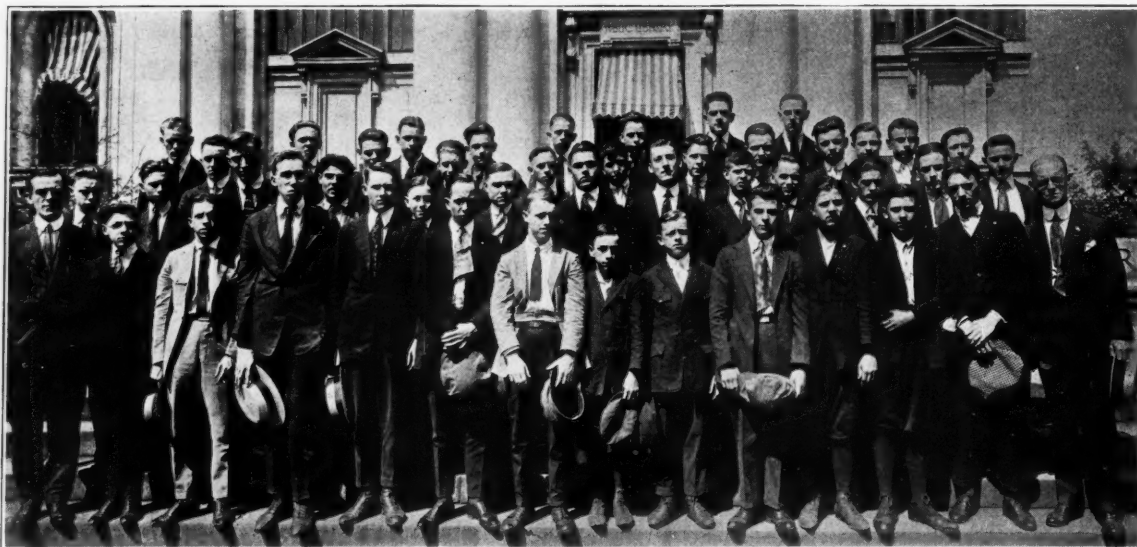
worth serious consideration by other local branches of the Typothetæ. There must have been a far greater degree of respect created on the part of the apprentices for the employers after gathering around the dinner table, and it is certain they were impressed with the thought that the employers are interested in their welfare and do not consider them as mere machines.

Chicago Craftsmen Preparing for 1921 Convention

Members of the Chicago Club of Printing House Craftsmen are jubilant over the announcement that the annual convention of the International Association is to be held

Borden and Estey Resign from United Typothetæ

We in the printing industry are accustomed to sudden changes and surprises, but we believe that no surprise we have received has been greater than that occasioned by the receipt of the announcement that resignations from their offices in the United Typothetæ had been tendered by Joseph A. Borden, general secretary, and Charles L. Estey, director of the department of advertising. In accepting the resignation of Mr. Borden, the Executive Council, at its meeting held on October 8, adopted the following resolution:



Apprentices Who Attended the First Meeting and Dinner Tendered Them by the Typothetæ of Washington, D. C., August 19, 1920.

Extreme right, front row, is Ben F. Durr, executive secretary; extreme left, front row, is Charles L. Smith, chairman, Apprenticeship Committee.

bition of the American Institute of Graphic Arts was inspected. The climax of the evening was reached after viewing the exhibit, when the boys gathered in the main assembly room of the library and Norman T. A. Munder, of Baltimore, was introduced as the guest and speaker of the evening.

Mr. Munder, who is an entertaining speaker, told the boys of his early life and struggles in the printing business, and held up to them high ideals of the art preservative. Continuing he dwelt upon those qualities of manhood which are necessary to become a master printer as well as qualities which mean a useful and honored life in general. His address was an inspiration to the apprentices, as well as to the hundred or more others who were present. Many of the good things of this evening have been preserved in a booklet entitled "Report of First Meeting and Dinner Tendered to the Apprentices by the Typothetæ of Washington, D. C.," which was printed and furnished free of expense to the Typothetæ by Mr. Munder.

This is the first time that the attention of THE INLAND PRINTER has been brought to an event of this nature, and to judge from the success at Washington, it would be well

in Chicago in 1921. Plans are already under way to make this a convention long to be remembered by the visitors, and definite announcements will be made as plans mature.

The first meeting for the season of the Chicago club was held Tuesday evening, October 19. Brief reports were made by the delegates to the Washington convention and a general "get together" time was had by the members.

Goudy Becomes Monotype Art Director

Announcement has been made of the appointment of Frederic W. Goudy as art director of the Lanston Monotype Machine Company, effective October 1. He is one of the few men who can really be called a national figure in the graphic arts and has done much to nurture and direct the growing aspirations now apparent in the printing world. Much of Mr. Goudy's training was received during the early years of THE INLAND PRINTER, when he was a frequent contributor to the columns of this journal. The users of monotype product will now have the benefit of his acknowledged skill in typography and art.

Whereas, the resignation of General Secretary Joseph A. Borden has been tendered and accepted,

Resolved, that the Executive Council takes this action with deep regret and with a full appreciation of the many and valuable services that he has rendered the United Typothetæ of America.

A statement regarding his resignation, prepared by Mr. Borden before leaving the office, reads as follows:

Nearly five years ago I came to the general offices in Chicago, and seeing the needs of the printing industry soon thereafter began work on what has since become known as the three year plan.

The U. T. A., being a strong, virile organization, went to work in earnest to put the plan into operation, and in doing my share toward this work, I have given five years of my time and undivided thought and energy with scarcely a day for rest or recreation.

The plan has grown by marvelous strides from its inception and has now become well established throughout the printing industry, and I, therefore, feel that the mission which brought me East has been performed. Hence my resignation as general secretary, which now gives me the opportunity of taking a much desired vacation.

In the meantime, I have not attempted to outline what I shall do in the future, but it is quite probable that I will engage in some activity which will keep me busy, as I am thoroughly convinced that no man who has led an active, busy life can retire into inactivity, and particularly so if he has any qualifications for doing anything worth while.

I will continue my home at 116 South East avenue, Oak Park, Illinois, until a decision has been reached as to what my future activities will be.

THE INLAND PRINTER

HARRY HILLMAN, EDITOR.

Published monthly by

THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A.

NEW YORK ADVERTISING OFFICE, 41 PARK ROW.

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY,
632 SHERMAN STREET, CHICAGO.

VOL. 66.

NOVEMBER, 1920.

No. 2

THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

Members of Audit Bureau of Circulations; Associated Business Papers, Inc.; National Editorial Association; Graphic Arts Association Departmental of the Associated Advertising Clubs of the World; New York Master Printers' Association; Printers' Supplymen's Club of Chicago; Chicago Association of Commerce.

SUBSCRIPTION RATES

One year, \$4.00; six months, \$2.00; payable always in advance. Sample copies, 40 cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions Expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions.—To Canada, postage prepaid, four dollars and fifty cents; to all other countries within the postal union, postage prepaid, five dollars per annum in advance. Make foreign money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.—Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news dealers who do not keep it on sale.

ADVERTISING RATES

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

FOREIGN AGENTS

JOHN HADDON & Co., Bouverie House, Salisbury square, Fleet street, London, E. C., England.

RAITHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England. RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.

PENROSE & Co., 109 Farringdon Road, London, E. C., England.

WM. DAWSON & SONS, Cannon House, Brema buildings, London, E. C., England.

ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.

ALEX. COWAN & SONS (Limited), Wellington, New Zealand.

F. T. WIMBLE & Co., 87 Clarence street, Sydney, N. S. W.

H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.

JOHN DICKINSON & Co. (Limited), Cape Town, Durban and Johannesburg, South Africa.

A. OUDSHOORN, 23 Avenue de Gravelle, Charenton, France.

WANT ADVERTISEMENTS

Prices for this department: Under heading "Situations Wanted," 35 cents per line; minimum 70 cents; three lines for \$1.00. Under all other headings, price is 50 cents per line; minimum, \$1.00. Count ten words to the line. Address to be counted. Price the same whether one or more insertions are taken. **Cash must accompany order.** The insertion of ads. received in Chicago later than the fifteenth of the month preceding publication not guaranteed. We can not send copies of THE INLAND PRINTER Free to classified advertisers. Remit 40 cents additional if copy is desired.

BUSINESS OPPORTUNITIES

FOR SALE—Book and job printing office with bindery in rapidly growing old southern city; business long and well established, requiring little or no soliciting, although business can be greatly increased under younger management; price not over \$40,000, depending on amount of unfinished work and stock of paper, etc., on hand at time of transfer. N 239.

FOR SALE—In Warren, Pa., an exceptionally well equipped newspaper and job plant; three magazine model 8 linotype, cylinder press, jobbers, cutter, perforator and excellent composing room outfit at less than half its value. WARREN, care Conner, Fendler & Co., 96 Beekman st., New York city.

FOR SALE—Up-to-date printing plant in large southern manufacturing city; two linotypes, two cylinders, Kelly, six Gordons, four equipped with Miller feeders, Multigraph, small pamphlet bindery; owner wants to get in another line; no sacrifice, but will sell right. N 244.

COMPLETELY EQUIPPED newspaper and jobbing outfit has good cylinder press, jobbers, cutters and well assorted and complete composing room; price, \$2,500, one thousand cash and balance \$50 per month. CONNER, FENDLER & CO., New York city.

WANTED—One live hustling printer in each locality to handle our line of sales and order books, duplicate and triplicate, carbon sheet or carbonized; large demand; liberal commission. THE WIRTH SALES BOOK CO., Chicago.

FOR SALE—Only exclusive job office in town of 10,000; doing good business; steady, cash customers; good future; warm, dry climate; material in good condition; \$1,650 cash. N 177.

FOR SALE—Exclusive job plant in Middle West; good business; owners have other interests; possession given January 1; prefer cash deal; good price for early disposal. N 245.

FOR SALE—Good established job printing office in Indiana county seat; price, \$3,500. N 224.

FOR SALE

FOR SALE—One Straight Kidder rotary press, size 28 by 20 inches, printing one color on each side of the web, press equipped to deliver product either flat or folded, speed 8,000 to 10,000 revolutions per hour, machine in perfect condition, has never been used, possession at once; also one Kidder 30 by 30 inch rotary press, printing two colors on the face and one color on the reverse side of the web; one one-color and one two-color 6 by 6 inch New Era press; four Kidder two-color 12 by 18 inch roll feed bed and platen presses; one Kidder 43 by 56 inch all-size adjustable rotary, printing one color on each side of the web, a dandy machine. GIBBS-BROWER CO., 261 Broadway, New York city. Tel. Barclay 2080.

FOR SALE—43 by 62 and 50 by 74 Cottrell, 39 by 53 Miehle, 39 by 52 Huber, 8 by 12 and 14½ by 22 Chandler & Price old and new series presses, 9 by 17 and 11 by 25 Vandercook proof presses, 13 by 19 and 14 by 22 Colts and Universals, Mentges, 19 by 25 Brown and Togo folders, automatic card presses, new Lee two-revolution cylinders, Diamond and Advance cutters; also new electro cabinets in stock. WANNER MACHINERY CO., 716 S. Dearborn st., Chicago.

FOR SALE—One Seybold 55-inch power back gage, drop front, 20th Century cutter; one Hoe steam table, 25 by 31 inches, gas burner; one Kidder web press, two-color, roll delivery, prints roll 40 inches wide, circumference of cylinders 30 inches; the above machinery is in A-1 condition, reasonable price and for immediate delivery. A. S. WELDY, Minerva, Ohio.

PRINTERS—Utilize your office walls by displaying and selling our wonderful line of calendars; they will appeal to your customers and sell at sight; you can build up a very profitable business in a very short time. Let us start you right. Full particulars furnished. F. J. OFFERMANN ART WORKS, 299 Broadway, Buffalo, N. Y.

FOR SALE—Business conditions have forced the abandonment of a large catalogue; we will sell all or any part of 259 reams, 38 by 50—160 lb., Aigrette Coated; guaranteed perfect stock in original cases for 24 cents a pound, f. o. b. Buffalo, N. Y. BAKER-JONES-HAUSAUER, Inc., Buffalo, N. Y.

FOR SALE—One Model A intertype, in first-class condition; two magazines, two burners, a large assortment of liners and ejector blades; a bargain at \$1,750. MOHAWK VALLEY REGISTER, Fort Plain, N. Y.

HUMANA AUTOMATIC FEEDER at a sacrifice; this machine is in A-1 condition, having been used about 12 months; can handle hair-line register work; cash or terms. DEVINNE PRESS, Canton, Ohio.

Megill's Patent SPRING TONGUE GAUGE PINS



QUICK ON

Send for booklet this and other styles.

MEGILL'S PATENT Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan.

E. L. MEGILL, Pat. and Mfr.
60 Duane Street
NEW YORK

From us or your dealer. Free booklets.

Megill's Patent DOUBLE-GRIP GAUGES



WISE GRIP

Send for booklet this and other styles.

Please Mention THE INLAND PRINTER When Writing to Advertisers.

FOR SALE—"Graphic Arts and Crafts Year Book," volumes 1, 2 and 3, in leather binding as published; perfect condition. ALEXANDER SMITH, 300 West 101st st., New York. Phone, Riverside 6759.

FOR SALE—8 chases, 38 by 25 inches; 8 chases, 41 by 27 inches; 1 chase, 60 by 44; 2 chases, 52 by 40; 4 chases, 26 by 42; 1 chase, 47 by 25; 1 chase, 35 by 25; 1 galley rack. N 248.

ROSBACK AUTOMATIC index cutter, adjustable rack with motor attachments; A-1 condition; price, \$400 complete, f. o. b. Pittsburgh. S. A. STEWART CO., 425 Seventh av., Pittsburgh, Pa.

FOR SALE—Prosperous paper ruling business employing two rulers; established nine years in eastern city of 150,000 population. Particulars furnished on application. N 111.

BOOKBINDERS' MACHINERY—New Model National book sewing machines, also rebuilt machines. Write for particulars. JOSEPH E. SMYTH CO., 638 Federal st., Chicago.

METAL CARD HOLDERS for marking type cases, electro cabinets, stock bins and shelves. Send for samples and prices. HADDON BIN LABEL CO., Haddon Heights, N. J.

FOR SALE—One 4-roller, 2-revolution Cottrell press, size 32 by 40, and one Cottrell, size 22 by 28. THE HIRSCH LABORATORIES, 300 S. Broadway, St. Louis, Mo.

FOR SALE—Linotype matrices, 7-point No. 2 with Bold No. 1; extra large font, fair condition; low price for cash. BOND PRESS, Hartford, Conn.

BACK NUMBERS INLAND PRINTER, Volume 9 to Volume 35; perfect condition. SUDERLEY, 25 Ninth av., East Orange, N. J.

FOR SALE—Five hundred drying racks, size 26 by 40. SAUQUOIT TOILET PAPER CO., New Hartford, N. Y.

FOR SALE—One Autopress in first-class condition. DeLAVAL STEAM TURBINE CO., Trenton, N. J.

PRINTING PRESS, Cottrell, 45 by 62 two-revolution; price, \$1,000. BOX 157, Xenia, Ohio.

FOR SALE—Dewey automatic card ruling machine, nearly new. N 238.

HELP WANTED

Artists

ARTIST, first-class retoucher on mechanical and catalogue work; steady position to high-grade man; submit samples and advise salary. BICKFORD ENGRAVING CO., Providence, R. I.

ARTIST who understands making newspaper line and wash drawings, retouching, etc.; splendid opportunity for competent man. Address GRIT, Williamsport, Pa.

Bindery

BINDERY FOREMAN (non-union) for working foreman of edition bindery in Ohio city; must be thoroughly competent and reliable; state experience fully, including machinery, both as journeyman and foreman; give present place of employment (confidential), references, age, etc., in first letter. N 176.

BOOKBINDER—To devote time exclusively to training apprentices; must be competent operator on case machine, casing-in machine, gold stamper and forwarder; state experience fully, wages desired, whether union or non-union, and references. N 249.

WANTED—Binder, all-around man in small bindery; open shop; state age, whether married or single and give full particulars of past experience, naming salary expected. GILBERT PRINTING CO., Columbus, Georgia.

WANTED—Good all-around bookbinder. POWERS-TYSON PRINTING CO., Grand Rapids, Mich.

Composing Room

WANTED—Compositor capable of handling job and ad. work in finely equipped plant in central New York, specializing in booklet and publication work; an all-around country printer of ability, has unusual opportunity for advancement; open shop, excellent working conditions; reasonable rent and board; beautiful town 1,200 feet above sea level, good schools; \$28 to start, equal to \$40 in cities. Give full particulars, experience, age and size of family. THE TIMES PRINT SHOP, Waterville, N. Y.

WANTED—Linotype machinist-operator for the Printing Department of large educational institution; must have good education and be experienced hand compositor, able to lay out work and get results, competent to instruct as well as produce; ideal living and working conditions; young man preferred. In reply, state age, salary wanted, experience and all necessary particulars. N 219.

FOREMAN COMPOSING ROOM—Who can estimate and is competent to handle the better grades of catalogue and commercial printing; state experience, former employers and salary expected. N 37.

WANTED—Linotype operators, fast and clean, for book work in one of New York city's largest and best equipped book publishing offices; union; \$51 to \$60 per week; only the best operators are desired. MADISON SQUARE POST OFFICE, Box 65, New York city.

COMPOSING ROOM FOREMAN wanted by a printing house doing the better class of catalogues, booklets and advertising literature with a business of half million; the applicant must prove his ability and reliability; position permanent with excellent salary; give definite information with application. N 209.

WANTED—English-German linotype operator for Model 16; also first-class job compositor and makeup man for magazine, book and catalogue work; steady work, ideal working conditions; salary according to ability. WARTBURG PUBLISHING HOUSE, Waverly, Iowa.

WANTED—Compositors and stonemen on high-grade catalogue work; good wages, steady work for competent help; union shop. CASLON PRESS, Toledo, Ohio.

Managers and Superintendents

WANTED—Experienced man competent to fill position of general mechanical superintendent of printing plant and bindery. LOWMAN & HANFORD CO., Seattle.

Miscellaneous

WANTED—In growing plant in country town in central New York employing 50 people, open shop; stoneman, job hands and pressmen, and lady assistant proofreader. N 237.

Pressroom

WANTED—First-class cylinder pressman; also first-class job printer; town of 100,000 population. Apply DISPATCH PRINTING & ENGRAVING CO., 31 North Park row, Erie, Pa.

INSTRUCTION

PROOFREADING—Special short mail course fully equips you for the proofroom; good positions with large presses; certificate issued. SPECIAL LOW RATE TO COMPOSITORS. Write today for full information. PUBLISHERS SCHOOL OF PROOFREADING, 692 Foster building, Madison corner 40th, New York.

MISCELLANEOUS

CONSIDER YOUR FUTURE AND LEARN THE MONOTYPE—It pays better; it is cleaner and pleasanter work; many have found it the starting point to advancement to executive positions. The Monotype schools in Philadelphia, New York, Chicago and Toronto are open to printers, and tuition is free. LANSTON MONOTYPE MACHINE COMPANY.

SITUATIONS WANTED

All-Around Man

ARE YOU LOOKING FOR THIS MAN? He has education, youth, energy, experience, vision, Carnegie Institute training; experience covers all branches of the printing trade; mechanical and photographic skill; ex-service man; by training and experience especially adapted for executive work in large printing establishment; he seeks the chance to prove his ability to handle a big job; salary secondary to opportunity. N 246.

Bindery

BINDERY FOREMAN with long, thorough business experience, commanding all branches, good executive ability, first-class mechanic including machinery, wants position anywhere in the United States. N 228.

BOOKBINDER wants a position as an all-around bookbinder; over 15 years' experience; South or Southwest preferred. N 243.

Composing Room

COMPOSING ROOM FOREMAN connected with largest plant in Northwest, wants to locate in California; best of references; age 36 years; married. A. LANG, 7666 E. Greenlake Way, Seattle, Wash.

Editorial Writer

EDITORIAL WRITER, conservative Republican or Independent, will consider beginning at \$2,500 per year with right outlook for advancement; references and proofs of work on application. BOX 204, West Union, W. Va.

Estimator

ESTIMATOR—Catalogue and commercial work; looking for job, West or Middle West; long experience estimating and billing out charges; thoroughly familiar Standard cost and estimating systems; can sell. N 241.

Managers and Superintendents

SUPERINTENDENT OR PRODUCTION MAN, experienced in all departments, all classes of work, will consider change after January 1. N 242.

PROCESS WORK —and Electrotyping

The Journal for all up-to-date Process Workers

All matters of current interest to Process Workers and Electrotypers are dealt with month by month, and both British and Foreign ideas as to theory and practice are intelligently and comprehensively dealt with. Special columns devoted to Questions and Answers, for which awards are given. It is also the official organ of the Penrose Employment Bureau.

PER ANNUM, \$0.72, Post-free. Specimen Copy, Post-free, \$0.08.

Specimen copies can also be obtained from The Inland Printer Company upon request.

A limited space is available for approved advertisements; for scale of charges apply to the Publishers.

Published by A.W. PENROSE & Co., Ltd., 109 Farringdon Road, LONDON, E.C.

Please Mention THE INLAND PRINTER When Writing to Advertisers.

SUPERINTENDENT—With over 20 years' experience as superintendent and foreman best Chicago and other high-grade shops doing high-grade process color work, booklets and advertising literature, banks, note and general commercial printing; familiar with all kinds register hooks and bases, linotype and monotype composition; capable of handling large printing propositions at minimum cost; made good under most exacting cost systems; desire position where high-grade ability is demanded in direct shop superintendence; go anywhere proposition is satisfactory. N 250.

SUPERINTENDENT OR MANAGER—Desire medium sized plant of reliable firm; young man with thorough, practical knowledge of printing and plant operation; buying and selling; good character with no habits; desire to affiliate only with firm members of like standard. N 127.

PRINTING OFFICE MANAGER—Man of wide experience seeks position to take charge of shop; 25 years' contact with type, ink, paper and presses; thorough executive, good business builder; very best of references. P. O. BOX 515, Pittsburgh, Pa.

FOREMAN-SUPERINTENDENT—Producer of high-class catalogue and commercial work will be open for situation November 20th; married, union. Give description of plant. N 996.

Pressroom

PRESSROOM EXECUTIVE—Now employed, desires a position in either California, Havana, Cuba, or other South American countries; thirty years' practical experience in magazine, catalogue and better grade of color work; fully capable for executive position in modern large plant. N 240.

WANTED TO PURCHASE

WANTED—Secondhand Kidder or New Era roll feed bed and platen presses of any size or type, with or without special attachments; also Kidder one or two color roll product rotary wrapping paper presses. GIBBS-BROWER CO., 261 Broadway, New York city. Tel. Barclay 8020.

PRESSES WANTED—Two four-roller 56 or 62 inch Miehle presses; also three C. & P. jobbers, size 10 by 15, with Miller feeders. CENTRAL PUBLISHING COMPANY, 101 Transportation bldg., Indianapolis, Ind.

WANTED TO PURCHASE, Miehle presses, all sizes. ADZIT PRINTERS SUPPLY CO., 232-240 Lyon st., N. W., Grand Rapids, Mich.

WANTED FOR CASH, Harris two-color automatic presses, 15 by 18. M. M. ROTHSCHILD, Inc., 712 Federal st., Chicago.

WANTED TO BUY, rotary press, roll feed, about 60 to 70 inches in width. THE WALLACE PRESS, Chicago.

WANTED—New Era press, 6 by 6 or 9 by 12. Please give full particulars and where it can be seen. N 247.

WANTED—Meisel rotary sales book press; state full particulars and lowest price. N 117.

WANTED TO BUY—Secondhand Cranston drum cylinder printing presses; give details. N 199.

BUSINESS DIRECTORY

Brass Type Founders

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Calendar Pads

THE SULLIVAN PRINTING WORKS COMPANY, 1062 Gilbert av., Cincinnati, Ohio, makes calendar pads for 1921; now ready for shipment; the best and cheapest on the market; all pads guaranteed perfect; write for sample books and prices.

Carbon Black

CABOT, GODFREY L.—See advertisement.

Chase Manufacturers

BARNHART BROTHERS & SPINDLER—Electric welded silver gloss steel chases, guaranteed forever. See Typefounders.

Copper and Zinc Prepared for Halftone or Zinc Etching

THE AMERICAN STEEL & COPPERPLATE CO., 101-111 Fairmont av., Jersey City, N. J.; 116 Nassau st., New York city; 536-538 S. Clark st., Chicago, Ill.; 3 Pemberton row, London, E. C., England.

Counting Machines

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Cylinder Presses

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER—See Typefounders.

Demagnetizers and Ink Dryers

UTILITY HEATER CO., 239 Centre st., New York. Safety gas heaters, with automatic cut-offs, for all styles of presses. "Be a hot printer."

Electrotypes' and Stereotypes' Machinery

HOE, R., & CO., New York. Printing, stereotyping and electrotyping machinery. Chicago offices, 544-546 S. Clark st.

Embossing Composition

STEWART'S EMBOSSEING BOARD—Easy to use, hardens like iron; 6 by 9 inches, 12 for \$1.25, postpaid. THE INLAND PRINTER COMPANY, Chicago.

Engraved Letterheads

QUALITY WORK from steel engraved plates and dies. Specimens on request. DEAL & BROWN, 29 N. Water st., Rochester, N. Y.

Engraving Methods

ANYBODY CAN MAKE CUTS on ordinary sheet zinc at trifling cost with my simple transferring and etching process; skill and drawing ability not required; price of process, \$1; particulars and specimens for 2-cent stamp. THOS. M. DAY, Box 1, Windfall, Ind.

LINE CUTS cast in stereotype metal directly from drawings made on Kalko-type Board; no routing of open spaces. Send postage for specimens. HENRY KAHRS, 240 East 33d st., New York.

Job Printing Presses

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER—See Typefounders.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Looping Machine

AMERICAN looping machines for punching-looping, one operation with twine, books, tags, Christmas bells. WARD & McLEAN, Lockport, N. Y.

Motors and Accessories for Printing Machinery

SPRAGUE ELECTRIC WORKS, 527 W. 34th st., New York. Electric equipment for printing presses and allied machines a specialty.

Neutralizers

UTILITY HEATER CO., 239 Centre st., New York. Gas machines that stop offset and electric troubles, quick dry ink, and are safe for all presses.

Numbering Machines

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Paper Cutters

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER—See Typefounders.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Perforators

F. P. ROSBACK CO., Benton Harbor, Mich. Perforating machines of all kinds, styles and sizes.

Photoengravers' Supplies

LEVY, MAX, & CO., Wayne Junction, Philadelphia, Pa. Screens, cameras, lenses and gallery equipment for photo processes.

Presses

HOE, R., & CO., New York. Printing, stereotyping and electrotyping machinery. Chicago offices, 544-546 S. Clark st.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Printers' Rollers and Roller Composition

BINGHAM'S, SAM'L, SON MFG. CO., 636-704 Sherman st., Chicago; also 514-518 Clark av., St. Louis; 88-90 South 13th st., Pittsburgh; 706-708 Baltimore av., Kansas City; 40-42 Peters st., Atlanta, Ga.; 151-153 Kentucky av., Indianapolis; 1306-1308 Patterson av., Dallas, Tex.; 719-721 Fourth st., S., Minneapolis, Minn.; 609-611 Chestnut st., Des Moines, Iowa; Shuey Factories bldg., Springfield, Ohio; 1285 W. 2d st., Cleveland, Ohio.

WILD & STEVENS, Inc., 5 Purchase st., Boston 9, Mass. Established 1859.

R.R.B. PADDING GLUE

*For Strength, Flexibility, Whiteness
and General Satisfaction.*

ROBERT R. BURRAGE
83 Gold Street

NEW YORK

Please Mention THE INLAND PRINTER When Writing to Advertisers.

Printers' Supplies

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER — See Typefounders.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Printing Machinery, Rebuilt

BARNHART BROTHERS & SPINDLER — See Typefounders.

Printing Material

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Punching Machines

F. P. ROSBACK CO., Benton Harbor, Mich. Multiplex punching machines for round, open or special shaped holes.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Rebuilt Printing Presses

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Roughing Machines

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Special Machinery

DONALD W. COY, Consulting Engineer, 1227 East 75th st., Chicago, Illinois. Designer of automatic and special printing, binding and envelope-making machinery. Development of inventions.

Stereotyping Outfits

ACME DRY PROCESS STEREOTYPING—This is a new process for fine job and book work. Matrices are molded in a job press on special matrix boards. The easiest of all stereotyping processes. Catalogue on receipt of two stamps. HENRY KAHRS, 240 E. 33d st., New York.

Tags

OUR SPECIALTY IS TAGS, blank, printed, numbered, wired, strung or equipped with special slots, holes, etc., when required. You take the order, we make and print the tags for you. Send for quotations on anything you need in the TAG line. Quick service. DENNEY TAG COMPANY, West Chester, Pa. Oldest and largest exclusive tag factory in the world.

Typecasters

THOMPSON TYPE MACHINE CO., 223 West Erie street, Chicago. Manufacturers Thompson type, lead, slug and rule caster.

Typefounders

AMERICAN TYPE FOUNDERS CO., original designs in type and decorative material, greatest output, most complete selection. Dealer in wood type, printing machinery and printers' supplies of all kinds. Send to nearest house for latest type specimens. Houses — Boston, 270 Congress st.; New York, 200 William st.; Philadelphia, 17 S. 6th st.; Baltimore, 215 Guilford av.; Richmond, 11 Governor st.; Atlanta, 24 S. Forsythe st.; Buffalo, 45 N. Division st.; Pittsburgh, 323 3d av.; Cleveland, 15 St. Clair av., N.E.; Cincinnati, 646 Main st.; St. Louis, 9th and Walnut sts.; Chicago, 517-519 W. Monroe st.; Detroit, 169 W. Larned st.; Kansas City, 10th and Wyandotte sts.; Minneapolis, 419 4th st., South; Denver, 1621 Blake st.; Los Angeles, 121 N. Broadway; San Francisco, 820 Mission st.; Portland, 47 4th st.; Spokane, 340 Sprague av.; Milwaukee, 125 2d st.; Winnipeg, Can., 175 McDermot av.

BARNHART BROTHERS & SPINDLER, manufacturers and originators of type faces, borders, ornaments, cuts, electric welded chases, all-brass galleys and other printers' supplies. Houses at — Chicago, Dallas, Kansas City, St. Paul, Washington, D. C., St. Louis, Omaha, Seattle.

THE NATIONAL TYPE FOUNDRY, Bridgeport, Conn. Guaranteed foundry type; large variety of faces. Specimen sheets and catalogue on request. Old type taken in exchange if desired.

HANSEN, H. C., TYPE FOUNDRY (established 1872), 190-192 Congress st., Boston; 535-547 Pearl st., cor. Elm, New York.

EMPIRE WOOD & METAL TYPE WORKS, Buffalo, N. Y.; Delavan, N. Y.

Wire Stitchers

F. P. ROSBACK CO., Benton Harbor, Mich. Stitchers of all sizes, flat and saddle, 3/4 to 1 inch, inclusive. Flat only, 1 to 2 inches.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Wood Goods

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912.

Of THE INLAND PRINTER, published monthly at Chicago, Illinois, for October 1, 1920.
 State of Illinois }
 County of Cook {ss.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared James Hibben, who, having been duly sworn according to law, deposes and says that he is the business manager of THE INLAND PRINTER, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, managements, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in Section 443, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor and business manager are:

Publisher — The Inland Printer Co. (Inc.)..... 632 Sherman st., Chicago, Ill.
 Editor — Harry Hillman..... Chicago, Ill.
 Managing Editor — Harry Hillman..... Chicago, Ill.
 Business Manager — James Hibben..... Evanston, Ill.

2. That the owners are: Estate of Henry O. Shepard, deceased, for the benefit of Mrs. Jennie O. Shepard, 635 S. Ashland av., Chicago, and Mrs. Clara J. Shepard, 635 S. Ashland av., Chicago.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities, are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association or corporation has any interest, direct or indirect, in the said stock, bonds or other securities than as so stated by him.

JAMES HIBBEN,
 Business Manager.

Sworn to and subscribed before me this 21st day of September, 1920.

REBECCA M. ROBERTSON.

(My commission expires April 15, 1923.)



WRITE FOR
 SAMPLES

ENGRAVED
Christmas Greeting Cards

FOR THE PRINTING TRADE

Complete set of entire line, for the coming season, mailed upon receipt of \$1.25. Remember, we are Manufacturers.

KING CARD COMPANY

615 Sansom Street Philadelphia, Pa.



Use **HERCULES**

Leads and Slugs, Steel Chases, Steel Galleys, Brass Rule

Manufactured by

AMERICAN STEEL CHASE COMPANY

122-130 Centre St., New York, N. Y.

Order through your local dealer or direct from us.

EMBOSSING IS EASY

If you use STEWART'S EMBOSSING BOARD
 Simple, economical, durable

Sheets, 6x9 inches \$1.25 a dozen, postpaid

THE INLAND PRINTER COMPANY

632 Sherman Street CHICAGO

EMBOSSOGRAPHY

TRADE MARK

The art of producing flexible and permanent embossed or engraved effects without the use of dies or plates, any color, also gold and silver, as fast as ordinary printing.

Write for Descriptive Matter, Testimonial Letters from Users, etc.

EMBOSSOGRAPH PROCESS CO., Inc.

251 William Street

NEW YORK CITY



Please Mention THE INLAND PRINTER When Writing to Advertisers.

"The colors you will eventually use"

Rulers, Notice!

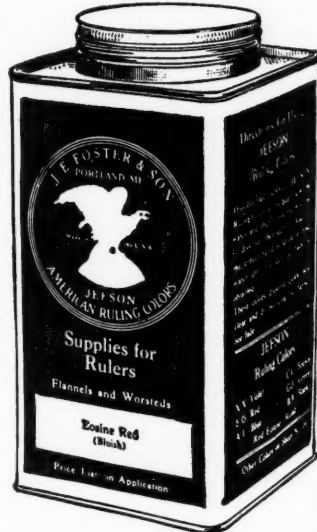
Jefson's
Semi-annual
Booklet of unus-
ual Ruled Ar-
tistic Designs
is now ready

*Have you
your copy?*

If not, write us

The things we have in
preparation to send
you will more
than repay
you.

Get on our mailing
list—*now*.



J. E. FOSTER & SON, 121-125 Middle St., Portland, Me.

or our Authorized Agents

THE A. DREDGE RULING PEN CO., New York City
SHATTUCK & BICKFORD, INC., San Francisco and Los Angeles
THE BROWN BROS., LIMITED, Toronto, Canada

Foreign Agents

THE PARSONS TRADING CO., New York City
Branch Offices: London, Sidney, Bombay, Havana, Adelaide, Buenos Aires,
Mexico, D.F., Melbourne, Wellington, Stockholm, Rio De Janeiro

The Fortified Electric Pot Heater

**For Linotypes, Intertypes,
Linographs and Monotypes**



Two years ago: The novelty of
the Fortified Electric Pot Heater
attracted buying attention of all
classes of Printers—from the one
machine plants to the largest news-
papers.

Today: Its highly developed effi-
ciency has proved their choice was
well founded. Its novelty is inter-
changeability, using any one of
four energies, namely electric, gas,
gasoline or coal oil.

Its efficiency is heat distribution
—a unit that won't burn out—and
a more accurate temperature con-
trol. Simplicity dominates a rugged
construction throughout which
serves to make the Fortified

The Better Electric Pot

In face of increased production facilities we are yet behind on deliveries! However, we hope to be able to render fairly prompt service by November 15th, and solicit a few more orders with assurance they can be filled before snow flies.

Fortified Manufacturing Company
14th St. and Agnes Ave., Kansas City, Mo.

NUREX

for satisfaction

NUREX spells satisfaction for hundreds of users
over the country. More than 50,000 gallons have
been sold within the last year, and every ship-
ment is giving the same pleasing results that
printers and binders desire.

NUREX

Patented June 1, 1920

Tabbing Compound

Meets the exacting requirements necessary for a tabbing
glue that is used the year round. No heating—just apply
and the job is done. Will not get stringy in the summer and
is just as resilient and efficient in the winter. Why not join
the army of satisfied users by ordering a trial gallon from the
nearest distributor shown in this advertisement? Then be
the judge.

NUREX JOBBERS

ATLANTA, GA.	Sloan Paper Co.
BOSTON, MASS.	Carter, Rice Paper Co.
BETHLEHEM, PA.	Bethlehem Paper Co.
BIRMINGHAM, ALA.	Diem & Wing Paper Co.
BALTIMORE, MD.	Whitaker Paper Co.
BOSTON, MASS.	Knights, Allen & Clark
BUFFALO, N. Y.	The Ailing Cory Co.
BUTTE, MONT.	Butte Paper Co.
CHICAGO, ILL.	J. W. Butler Paper Co.
CLEVELAND, OHIO	The Central Ohio Paper Co.
CLEVELAND, OHIO	The Union Paper & Twine Co.
CINCINNATI, OHIO	The Chatfield & Woods Paper Co.
CINCINNATI, OHIO	The Whitaker Paper Co.
COLUMBUS, OHIO	The Central Ohio Paper Co.
COLUMBIA, S. C.	The R. L. Bryan Co.
CHARLOTTE, N. C.	Western Newspaper Union
DAYTON, OHIO	The Whitaker Paper Co.
DENVER, COLO.	The Peters Paper Co.
DENVER, COLO.	The Carter, Rice Carpenter Co.
DALLAS, TEXAS	Southwestern Paper Co.
DETROIT, MICH.	Butler-Detroit Paper Co.
DULUTH, MINN.	Peyton Paper Co.
FARGO, N. D.	Western Newspaper Union
FORT WORTH, TEXAS	The Reimers Co.
GRAND RAPIDS, MICH.	Central Michigan Paper Co.
HAGERSTOWN, MD.	Antietam Paper Co.
HARRISBURG, PA.	Johnston Paper Co.
HOUSTON, TEXAS	Southwestern Paper Co.
INDIANAPOLIS, IND.	The Crescent Paper Co.
INDIANAPOLIS, IND.	The Whitaker Paper Co.
JACKSONVILLE, FLA.	Antietam Paper Co.
KANSAS CITY, MO.	Missouri Interstate Paper Co.
LINCOLN, NEB.	Western Newspaper Union
LOS ANGELES, CAL.	The Sierra Paper Co.
LOUISVILLE, KY.	Louisville Paper Co.
LITTLE ROCK, ARK.	Western Newspaper Union
MEMPHIS, TENN.	Taylor Paper Co.
MILWAUKEE, WIS.	Standard Paper Co.
NEW YORK CITY, N. Y.	J. E. Linde Paper Co.
NEW YORK CITY, N. Y.	Lasher & Lathrop
NEWARK, N. J.	Lasher & Lathrop
NASHVILLE, TENN.	Clements Paper Co.
NEW ORLEANS, LA.	E. C. Palmer Paper Co.
OKLAHOMA CITY, OKLA.	Western Newspaper Union
OMAHA, NEB.	Western Newspaper Union
PHILADELPHIA, PA.	Garrett, Buchanan Paper Co.
PITTSBURGH, PA.	The Chatfield & Woods Paper Co.
PORTLAND, ORE.	Endicott Paper Co.
WILKES-BARRE, PA.	D. L. Ward & Co.
ROCHESTER, N. Y.	The Ailing Cory Co.
READING, PA.	M. J. Earl
RICHMOND, VA.	The Richmond Paper Co.
RICHMOND, VA.	The Whitaker Paper Co.
ST. JOHN, N. B., CANADA	Schofield Paper Co., Ltd.
ST. LOUIS, MO.	Mississippi Valley Paper Co.
ST. PAUL, MINN.	Wright Barrett Stillwell Paper Co.
SAN FRANCISCO, CAL.	Pacific Coast Paper Co.
SALT LAKE CITY, UTAH	Western Newspaper Union
SPRINGFIELD, MO.	The Springfield Paper Co.
SEATTLE, WASH.	Mutual Paper Co.
SCRANTON, PA.	Megargee Brothers
SPRINGFIELD, MASS.	The Paper House of New England
TOLEDO, OHIO	The Central Ohio Paper Co.
TROY, N. Y.	The Troy Paper Co.
WASHINGTON, D. C.	B. F. Bond Paper Co.

The Lee Hardware Co.

SALINA, KANSAS

Basic Materials for Essential Industries

THE WHITAKER PAPER CO.

Home Office:
CINCINNATI, OHIO

DIVISIONAL HOUSES

Atlanta, Boston, Baltimore, Chicago, Detroit, Denver, Dayton, O., Indianapolis, New York, Pittsburgh.

BRANCH HOUSES

Birmingham, Columbus, Richmond.

SALES OFFICES

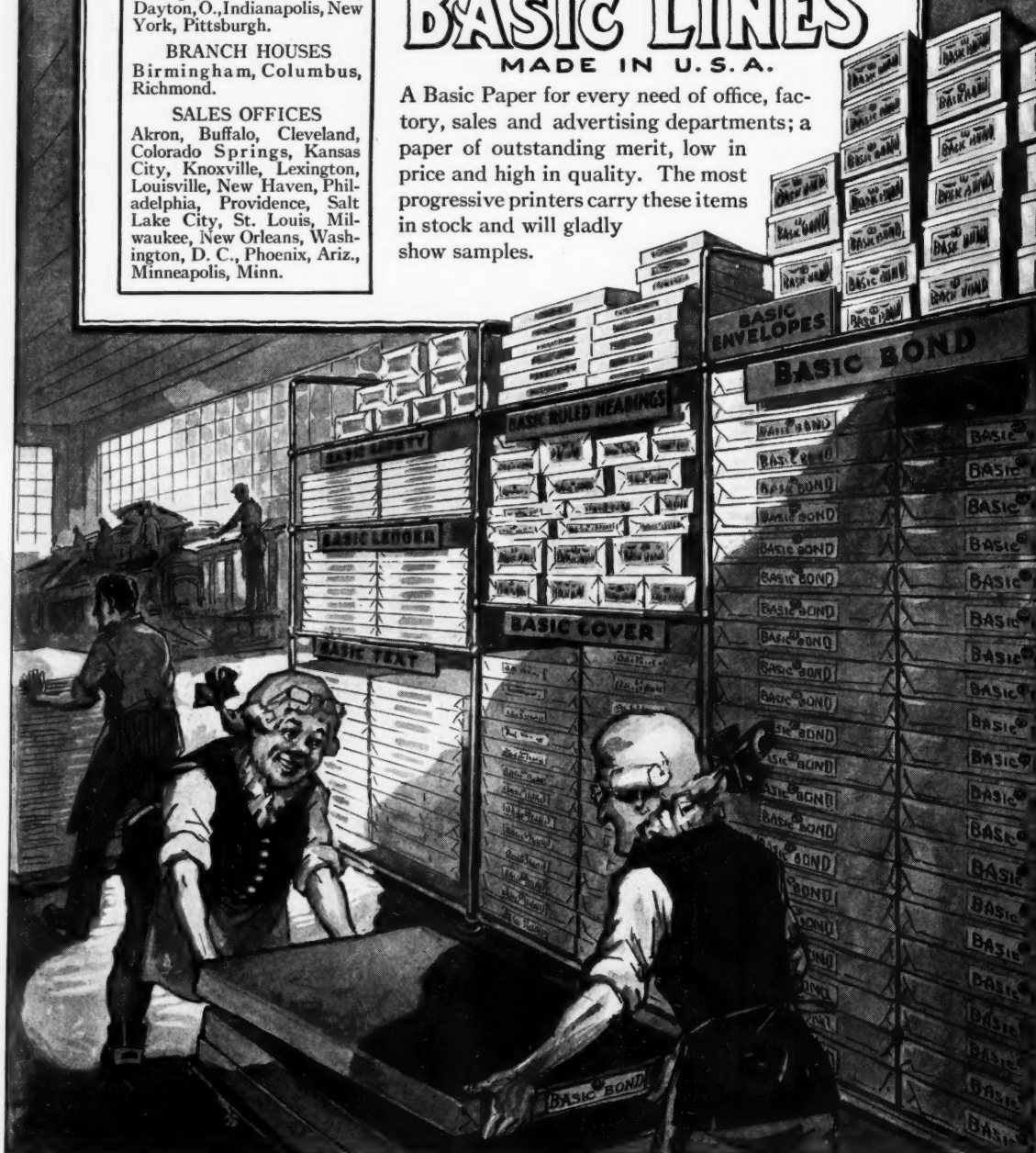
Akron, Buffalo, Cleveland, Colorado Springs, Kansas City, Knoxville, Lexington, Louisville, New Haven, Philadelphia, Providence, Salt Lake City, St. Louis, Milwaukee, New Orleans, Washington, D. C., Phoenix, Ariz., Minneapolis, Minn.

COAL, steel, cotton, wool, wheat,—all are essential industries,—and paper is essential to all of them. It is significant that leading concerns in all these lines are standardizing their paper purchases on the

BASIC LINES

MADE IN U.S.A.

A Basic Paper for every need of office, factory, sales and advertising departments; a paper of outstanding merit, low in price and high in quality. The most progressive printers carry these items in stock and will gladly show samples.





*Such Smoothness Is Unusual
In Ledger Papers*

THE remarkable smoothness of Brown's is but one of the many features that make it superior to ordinary ledger papers.

Brown's is made of pure white rags. No strong bleaching chemicals are used in its manufacture. It cannot discolor, stain, turn yellow or fade. Brown's, therefore, possesses a Gibraltar-like permanence that makes it invaluable for business records, leases, contracts, journals, ledgers, etc.

You can recommend Brown's to your customers. They have learned that poor-quality paper is apt to tear, wear badly, or fade. They know, too, that record books made of inferior paper cost only 2 or 3% less than the same books made of Brown's Linen Ledger Papers.

Write for Brown's sample book. Test these papers yourself

BROWN'S Linen
Ledger
Papers



Established
1850

L. L. Brown Paper Company

Adams, Mass., U. S. A.

The Obligation to buy Good Printing



YOU buy printing for but one purpose — to place your message before the many.

There is a definite obligation upon every man who seeks the service of a printer. He must not use press, paper, type, and ink—the forces which in three centuries unchained the intelligence of mankind—to produce that which is false, foolish, or ugly.

THE school books of your son and the catalog of your business represent more than education and commerce. They are monuments to the genius of a long list of men, who when they thought of printing thought always of Better Printing.

WE know that Better Paper helps produce Better Printing.

BUT much more is needed. One must *want* Better Printing. The mill that strives to produce a better sheet of paper and the printer who strives to print that paper as well as he can, are alike helpless if their customer is indifferent to such aims.

IT is something to know that good printing is more profitable than poor printing. But it is a greater satisfaction to feel that your printing expresses not alone the best that is in you and your business, but the best efforts of your printer, the ink maker, the engraver, and of the paper manufacturer who improved his product as much for *constructive* as for *competitive* reasons.

WHAT Warren's Standard Printing Papers have done to make Better Printing *possible* and *desired* can be seen in Warren's service books and brochures in the shops of large printers, and in the offices of paper merchants who sell the Warren Standards. These books are also on exhibition in the public libraries of our larger cities and in those clubs which devote attention to graphic art.

ONE can know good printing and not know Warren's Papers, but a familiarity with the Warren Standards amounts to a familiarity with earnest effort to help American business with Better Paper toward Better Printing.

S. D. WARREN COMPANY, BOSTON, MASS.

Warren's Standard Printing Papers are

Warren's Cameo
Dull coated for
artistic halftone printing

Warren's Lustro
The highest refinement of surface in
glossy-coated paper

**Warren's Warrentown
Coated Book**
Glossy surface for fine halftone and
process color work

Warren's Silkote
Semi-dull surface, noted for practical
printing qualities

**Warren's Cumberland
Coated Book**
A recognized standard glossy-
coated paper

Warren's Printone
Semi-coated. Better than super,
cheaper than coated

Warren's Library Text
English finish for medium screen
halftones

Warren's Olde Style
A watermarked antique finish for type
and line illustration

**Warren's Cumberland
Super Book**
Super-calendered paper of standard,
uniform quality

**Warren's Cumberland
Machine Book**
A dependable, hand-sorted,
machine-finish paper

Warren's Artogravure
Developed especially for offset printing

Warren's India
For thin editions





Paper means two entirely different things to these two men

THE business man thinks of paper in terms of books, catalogs, letterheads and increased sales. To him the paper has lost its identity in so much literature, a typewritten letter or a pretty picture. He sees the paper merely as a conveyance for the expression of pictorial or textual ideas.

The printer, on the other hand, is concerned with the mechanical possibilities of the paper—how it takes printing ink, how strong it is, how well it folds; and he wants to know all about the many other qualities that are unknown to or overlooked by the business man.

We hold every one of the papers of The Lindenmeyr Lines to the standard where it will answer every demand a printer should make upon a paper of its kind. Because of this, the printer's

customer usually enthuses over the good work of his printer. Thus better paper satisfies the viewpoints of both the producer and the buyer of better printing.

Some of the well liked papers of The Lindenmeyr Lines are Warren's Standard Printing Papers, Strathmore Covers, Buckeye Covers, Brookdale Linen Bond, Tradesmens Linen Record, Princess Covers, Pennmont English Finish Book, Crescent Coated Book and New Era Bond. Printers who use these papers know that they encourage the kind of printing that wins their customers' praise.

16-18 Beekman Street
New York, N. Y.

54-56 Clinton Street
Newark, N. J.

58-60 Allyn Street
Hartford, Conn.

ESTABLISHED 1859

**HENRY
LINDENMEYR
& SONS**

**32-34-36
BLEECKER
STREET
NEW YORK CITY
N.Y.**

**THE
LINDENMEYR
LINES**

2004



"a corking, good mailing piece!"

"Unusual? Absolutely! Yet it's merely a matter of portraying the bow ties. Pictures sell goods—if they are faithful pictures."

IT took Foldwell's specially prepared surface to bring out faithfully the colors used on the mailing piece pictured here. And it took Foldwell's remarkable strength to hold at the seven repeated folds—each one weakened by die cutting. More remarkable still—no cracks appeared at the folds to deface the impressions which portray silk cloth.

Faithful visualization! Better results in direct advertising.

CHICAGO PAPER CO.

Manufacturers

918 S. WELLS ST.
CHICAGO, ILL.

Nationally Distributed.

COATED WRITING & COATED BOOK & COATED COVER

Foldwell
TRADE MARK

One Paper for Every Office Use

HOWARD BOND

WATERMARKED

For Your Customers'

Letterheads	Form Letters
Statements	Order Blanks
Billheads	Requisitions

And all Office Forms

Use One Paper — Howard Bond

IT reduces your investment, saves you money and avoids useless waste of time in showing many samples. It gives you *one paper for every office use*. Make Howard Bond *your standard* and your *customers' standard*.

Write today for sample book and name of your nearest dealer.

HOWARD PAPER CO. URBANA OHIO

Nationally Distributed— SYSTEMS BOND

"The Rag-content Loft-dried Paper at the Reasonable Price"



Distributors

ALBANY.....	W. H. Smith Paper Corporation
ATLANTA.....	Sloan Paper Company
BALTIMORE.....	Baltimore Paper Company, Inc.
BOSTON.....	Carter, Rice & Co., Corp. The A. Storrs & Bement Company
BUFFALO.....	The Disher Paper Company
CHICAGO.....	Swigart Paper Company The Paper Mills' Company
CINCINNATI.....	The Chatfield & Woods Company
CLEVELAND.....	The Union Paper & Twine Company
DES MOINES.....	Pratt Paper Company
DETROIT.....	The Union Paper & Twine Company
HARRISBURG.....	Donaldson Paper Company
KANSAS CITY.....	Benedict Paper Company
LOS ANGELES.....	Blake, Moffitt & Towne
LOUISVILLE.....	The Rowland Company, Inc.
MANILA, P. I.....	J. P. Heilbronn Company
MILWAUKEE.....	The E. A. Bouer Company
MINNEAPOLIS.....	Minneapolis Paper Company
NASHVILLE.....	Clements Paper Company
NEWARK.....	J. E. Linde Paper Company
NEW HAVEN.....	The A. Storrs & Bement Company
NEW YORK.....	J. E. Linde Paper Company Miller & Wright Paper Company
NORFOLK.....	R. P. Andrews Paper Company, Inc., of Va.
OMAHA.....	Carpenter Paper Company
PHILADELPHIA.....	A. Hartung & Company Riegel & Company, Inc.
PITTSBURGH.....	General Paper and Cordage Company
PORTLAND, ME.....	C. H. Robinson Company
PORTLAND, ORE.....	Blake, McFall Company
RICHMOND.....	Virginia Paper Company
SALT LAKE CITY.....	Carpenter Paper Company of Utah
SAN FRANCISCO.....	Blake, Moffitt & Towne
SEATTLE.....	American Paper Company
SPOKANE.....	Spokane Paper and Stationery Company
SPRINGFIELD, MASS.....	The Paper House of N. E.
ST. LOUIS.....	Beacon Paper Company
ST. PAUL.....	E. J. Stilwell Paper Company
TACOMA.....	Tacoma Paper and Stationery Company
WASHINGTON.....	R. P. Andrews Paper Company
WINNIPEG, MANITOBA, CANADA.....	The Barkwell Paper Company
EXPORT.....	A. M. Capen's Sons, Inc., New York W. C. Powers Company, Ltd., London England
ENVELOPES.....	United States Envelope Company, Springfield, Mass.

NO matter where your plant is located, there is a SYSTEMS BOND distributor within easy reach. Any of the paper merchants listed in the opposite column will give your inquiries prompt, careful attention.

A request to any of the distributors, or to us, will bring a copy of the new SYSTEMS BOND sample book. If you have not received one, send for it today.

EASTERN MANUFACTURING COMPANY

General Sales Offices: 501 FIFTH AVENUE, NEW YORK

Western Sales Offices: 1223 CONWAY BUILDING, CHICAGO

Wanted A Correspondent

Salary \$15,000 a Year

"Journalism is the key to writing more interesting and effective letters," says Starr McMasters. Mr. McMasters ought to know something about this particular subject for he is the man who secured the position at \$15,000 a year advertised by The Valley Forge Manufacturing Company.

Mr. McMasters tells how to apply the best newswriting methods to sales correspondence in our latest Old Hampshire booklet. He was formerly managing editor of a great Chicago daily paper. He became interested in a manufacturing business in Fostoria, Ohio, where he developed and perfected his news system for sales letters.

We got the exclusive story of this new method of writing letters through a newspaper reporter who interviewed both Mr. McMasters and the president of The Valley Forge Company. The reporter includes in his interview some actual examples of successful letters written by Mr. McMasters.

The many thousands of friends and users of Old Hampshire Bond who have read our previous booklets (Backing Up Your Salesman, The Letters of Judson McGee, and the twelve booklets in our Course in Salesmanship) will all want a copy of Wanted a Correspondent—Salary \$15,000 a Year. It is the most helpful booklet on letter-writing that we have ever published.

The Hampshire Paper Company acknowledges its responsibility to do something more than manufacture the best bond paper. We have a further obligation and that is to do what we can to improve the character and efficiency of the business letter. Even though you may not be using Old Hampshire Bond, you are still welcome to a copy of our latest booklet. Send for it.



HAMPSHIRE PAPER COMPANY

Makers of Old Hampshire Bond

SOUTH HADLEY FALLS, MASSACHUSETTS

Widespread tie-up to American Writing Paper campaign

*Full page newspaper advertisements
have created more confidence in Print-
ers. More and more buyers are insist-
ing that the Printer specify the paper*

TESTIMONIALS and congratulations are still pouring in from Printers and Paper Merchants all over the United States on the full page newspaper campaign that the American Writing has been running. More than 100,000 reprints of these advertisements have been requested for mailing to Printers' customers. Hundreds of electrotypes have been used by the Printers themselves in continuing this campaign.

Co-operation of Wisconsin Typothetae

"We cannot compliment the American Writing Paper Company too strongly on its broad-vision plan of advertising," writes Mr. W. G. Penhallow, Executive Secretary of the Wisconsin Typothetae, in commenting on the campaign, "and we wish to co-operate in every possible way, that the largest harvest of results possible may be reaped in our field, and that in the reaping our printers may garner in some of the wheat for themselves."

The Boston Typothetae Board of Trade requested 400 reprints of the first page, and distributed them to their members.

Franklin W. Heath, Secretary of the Typothetae of Philadelphia, did not even wait to get proofs from Holyoke, but went to the local paper, secured the proofs, sent them to every member with a special announcement, captioned: "Read Every Word." Mr. Heath, in a letter addressed to Mr. W. B. Snyder, of the American Writing Paper Company's Philadelphia office, said in part: "The Typothetae

of Philadelphia expresses its appreciation of the broad, constructive thought reflected in your efforts."

B. E. Hutchinson outlines A. W. P. policy

All this is, of course, very gratifying. Our attitude has been well expressed by Mr. B. E. Hutchinson, Treasurer of the Company, as follows:

"The efforts of this company to advertise as much for the benefit of the Printers and Paper Merchants as for itself affords an example of co-operation which will redound to the interests of all.

"Progress demands the systematic co-operation of all the forces or factors bearing on the situation.

"In the paper industry these factors are three—the consumers of paper, principally Printers, Lithographers, etc.; the distributors of paper, the Paper Merchants; and the manufacturers. There appears

to be a general recognition of the fact that in the past the co-ordination among these three factors left something to be desired, and that it is now time to improve upon the past—which is of much more practical importance.

"The American Writing Paper Company wants to be thoroughly identified with this forward movement. It is anxious to make its full contribution to the solution of the problems which confront the industry."

AMERICAN WRITING PAPER COMPANY
Holyoke, Mass.



PAPER COMPANY

PAPERS—COVER PAPERS—PAPETERIES—TECHNICAL PAPERS—SPECIALTIES



The economic position of the paper merchant in the printing industry

Report No. 8 of a series on the present-day relationship between Paper Merchant, Paper Mill, Printer and Buyer.

MILL to Merchant—Merchant to Printer—Printer to user—the most economical method of distributing paper.

This has been the key-note of this series of articles, and since starting it last Spring every month's mail has brought us letters from Printers* and Paper Merchants in all parts of the United States commending the policy of the American Writing Paper Company.

Inasmuch as the articles are dealing with the functions of the Paper Merchant, we feel that it will be interesting to publish extracts from some of the letters from Paper Merchants.

A suggestion from New Orleans

"We have noticed what you have published with considerable interest, and we think it will do good because any Printer who thinks at all will see that what you say is absolute truth. We have no anxiety with regard to this subject here, but it can do no harm to keep the jobber's usefulness prominently before the Printers.



The Watermark of Excellence

"One point which you could make, which we think you have not as yet covered, is the fact that even the larger jobbers cannot distribute paper successfully from a single central station, but are obliged to establish branches in outlying territory in order to hold trade, which they could formerly do from a central point. Modern business demands better service all the time, and one of the most important features of this is that the Printer should get his goods without any delay. For this reason it is necessary for

AMERICAN WRITING

EAGLE A PAPERS: BONDS—WRITINGS—LEDGERS—BOOK PAPERS—OFFSET

Paper Merchants to have paper stocks in all cities of any consequence. In our opinion it will only be a few years before paper jobbing houses will be found in almost every town of 25,000 or more, just as wholesale groceries are found in such places today—showing that not only is the jobber an economic necessity, but to keep up with the times he has to carry stocks in practically all central points in the territories which he wishes to cover."

A Merchant in Minneapolis

"I believe we have already advised you how interested we are in your present campaign of advertising, outlining the economic position of the Paper Merchant in the Printing Industry, and we are glad again to express our appreciation of this work, and you can depend upon us for full co-operation."

From Baltimore

"We certainly want to congratulate you and express our appreciation of your spreading the good word of the importance of the Paper Merchant in the Paper Industry. Your efforts along this line certainly deserve the utmost co-operation of every Paper Merchant, and we will certainly do our part to show our appreciation of same.

"Your company has been very good to us and has helped us out on numerous occasions in taking care of business for us, and we want to take this opportunity to express our appreciation of your so doing."

Portland, Me.

"In reply to your letter asking our opinion of the campaign which you have been running for Printing Trade Papers, our experience is one of thorough endorsement. We feel strongly that the more knowledge our printing customers have of paper manufacturing at the present time, the more value we as jobbers, and you as manufacturers, undoubtedly will receive."

Cincinnati

"We think you already know that the paper dealers are very much pleased with this advertising. As a matter of fact it is an argument which has been presented to the trade a good many times in the past fifteen years on different occasions. We are under the impression that the National Paper Trade Association, as a body, has expressed its appreciation of this work. One reason, perhaps, why we like it so well is because we think it is the truth."

A suggestion to Printers

To all Printers the American Writing Paper Company makes the following suggestions:

Work *with* your Paper Merchant.

Select your Paper Merchant on a basis of *service*, and then maintain a permanent business relationship with him.

AMERICAN WRITING PAPER COMPANY, Holyoke, Mass.

*Note: In general where we use the term "Printer" in this announcement, it refers not only to the commercial printer, but also to the offset printer, the lithographer, the engraver, and the stationer.



*The Watermark
of Excellence*

PAPER COMPANY

PAPERS—COVER PAPERS—PAPETERIES—TECHNICAL PAPERS—SPECIALTIES

Please Mention THE INLAND PRINTER When Writing to Advertisers.

Illustration from full page newspaper advertisement of the American Writing Paper Company putting the specification of the paper up to the Printer



Airpost Bond Chevron Bond Acceptance Bond

Three papers that Printers are now specifying more often

THE Printer today, as we are pointing out in our full page advertisements in the newspapers, is the creative force in the Printing Industry, the man who should specify the paper to be used for every job he does. To do this, however, he must know the facts about the paper he buys.

Inspection of raw materials, standardization of processes, testing of the product at every stage of manufacture, savings in costs



The Watermark of Excellence

passed on to the consumer in better values — these are the things that the modern paper mill must offer the Printer.

This is the aim of the new Scientific Research Laboratory of the American Writing Paper Company—to give the Printer a scientific basis for judging paper.

Airpost, Chevron and Acceptance Bonds are three papers that have been standardized and perfected in this way. They are all especially recommended for business stationery, for circular letters describing high-grade merchandise and service, for office forms requiring much handling.

Following are the weights and sizes:

17 x 22—16, 20 and 24 pounds
22 x 34—32, 40 and 48 pounds

AMERICAN WRITING PAPER CO.
Holyoke, Mass.

Eagle A Bond Papers

Coupon
Hurlbut Bank
Archive
Agawam
Government
Old Hempstead
Persian
Roman
Hickory
Contract
Rival
Japan
Spartan
Wisconsin
Bankers
Indenture
Standard
Vendome
Debenture
Security Trust
Assurance
Victory
AIRPOST
CHEVRON
Gloria
Quality
Revenue
Derby
ACCEPTANCE
Norman
Vigilant
Option
Freedom

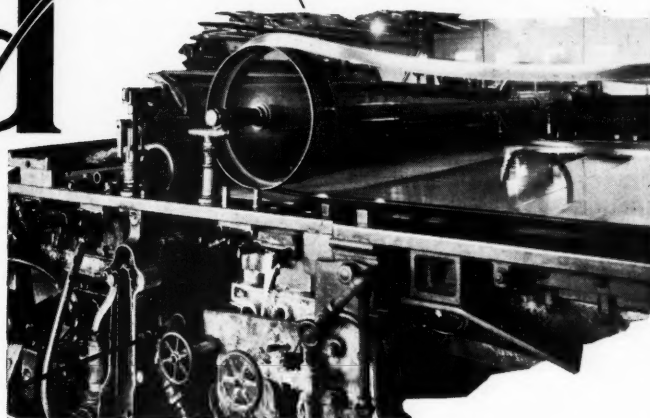
AMERICAN WRITING PAPER COMPANY

EAGLE A PAPERS:—BONDS—WRITINGS—LEDGERS—BOOK PAPERS—OFFSET PAPERS—COVER PAPERS—PAPETERIES—TECHNICAL PAPERS—SPECIALTIES

Wet End

20,000 gallons of sparkling, clear spring water are required to properly dilute the pulp that goes into a ton of Bermingham & Prosser papers. The proper dilution of the pulp assures the user that the *quality* of the finished paper *will not* be diluted.

Write us before you print



Bermingham & Prosser Papers

"Wet End" of a Paper-Making Machine

Third of a Series of Articles on Paper Making

From the beaters (referred to in our last announcement) the watery pulp enters the "stuff chests" directly above the "wet end" of the paper machine.

Here it is further diluted, thoroughly agitated, passed through an adjustable gate which determines its weight when finished and permitted to flow out on a "wire." This wire is an endless copper screen constantly being vibrated to interlace the fibres firmly and uniformly.

The shimmering lake in the above photograph shows the liquid pulp which has come onto the screen from the right traveling to the left on the wire toward the dandy roll. The thick India rubber band in the foreground, with a corresponding band on the other side of the wire, prevents the liquid stock from escaping and forms the edge of the paper.

As the stock passes along the wire, some of the water escapes through the perforations and much of the water is sucked out by compressed air as the wire passes over a suction box. The difference in the color of the paper before and after passing the suction box will be noticed on the above photograph, just before the stock passes under the dandy roll.

In No. 4 of the series we will carry the stock underneath the dandy roll and over the "felts" to the dryers.

BERMINGHAM & PROSSER CO.

KALAMAZOO, MICHIGAN

Chicago Office, 10 S. La Salle St.

New York Office, 501 Fifth Ave.

MOTOR EQUIPMENTS

— Alternating and Direct Current —

Quality

WE have proven to the printers, who investigate, that it pays to buy Cline-Westinghouse High Grade Motor and Controller Equipments for any kind of Printing Machinery, from the largest Newspaper Press to the smallest Job Machine.

SAFETY
RELIABILITY
ECONOMY



Service

CONSISTS of reliable engineering consideration of equipment to be used and prompt delivery of every detail.

A large number of well known installations and orders for additional equipments testify to our *Service*.

CLINE ELECTRIC MFG. CO.

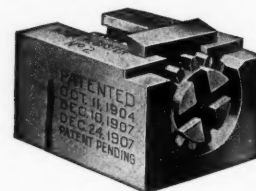
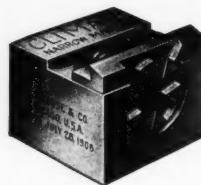
NEW YORK OFFICE
Marbridge Bldg., 34th St. and Broadway
Phone, Fitz Roy 1263

MAIN OFFICE
FISHER BUILDING, CHICAGO
Phones, Harrison 1692



Rouse Job Sticks

are unrivaled for accuracy, convenience and durability. Instantly adjustable to picas and nonpareils. Most economical stick for the employer and compositor. Use a Rouse Stick and be convinced. Other Rouse utilities provide short cuts to profit in the printing business. Write for particulars.



Register Hooks and Bases

are the choice of the largest and most progressive color printers because of the all-around efficiency, economy and durability. Investigate before determining upon a plate-mounting system.

H. B. ROUSE & CO.

2214 Ward Street, Chicago

A BOOK that may help you in solving the problem of efficient composition



HERE are the working plans for a \$3000 saving in the cost budget of a composing room. Word for word, it is the report of an extended investigation of shop conditions with recommendations for improvement. It's a big book, full of technical data and practical suggestions that you can turn to account. A dozen topics follow:

1 IF you have never checked up your type supply, the chances are you have at least twice as much type as you need. Most composing rooms have a wardrobe made up of all kinds of coats, vests, and pants, but can't clothe a job in a decent suit of approved pattern. The trouble is too much ill chosen type. The remedy is less type but scientifically selected, as pointed out here.

2 CUTS, now-a-days, are as much a part of every job as type. Why then should not there be a standard routine of handling cuts in the composing room? The investigation into what happened to cuts in progress shows plenty of lost time that can be saved.

3 MACHINE composition is a subject that you hear most about from the makers of rival machines. You will find the discussion of this subject in this book unbiased because the purpose is not to sell you anything but to find what plan is best for a given shop.

4 YOU will never realize what great progress has recently been made in the art of composition until you have seen the unit galley system in actual practice. Handling everything from one operation to another in this way does more than any other single suggestion to make for orderly production.

5 THIS book sets forth a cost system based on measurable units and not productive hours. If you are interested in scientific cost finding and want a practical system carefully worked out, you will find such a one here.

6 A PRACTICAL suggestion for a price list of composition is given, which, if followed will simplify the work in making estimates.

7 IF you have a "distribution" column on your time tickets, and take the trouble to compare the total hours with the number of thousand ems of type distributed, you will

probably get an awful shock. "Distribution," you will find, is a handy camouflage for time you have bought but not utilized. It is the price you are paying for not programming the work. The book will tell you how to stop a leak which is mighty serious.

8 YOU will agree that there must be one best way for your floor plan to be arranged, but do you know how to construct such a floor plan? You will find the answer here.

9 DECIDING beforehand how a job is to be set is proving the most successful way to cut out the expensive practice of resetting jobs. This means a lay-out system, which is here discussed and illustrated in detail.

10 THE technique of setting type has not changed much since Caxton's day. There are some interesting suggestions in the book about improvements in this line.

11 IF you have ever had a job refused because of an error overlooked in proof-reading, you will be interested in a plan that makes proof-reading very nearly fool proof.

12 WE none of us like the "rush" job and it is time someone figured out a practical way of preventing it. The plan given in this book will do the business effectively.

ORDER your copy now (if you have not already done so) and the book will go forward to you by post, shipping charges prepaid. As to terms, you can send your check with the order if you wish, or we shall be glad to send the book and charge to your account, sending a bill for payment with your other current bills on the tenth of the following month. Attach the coupon to your letterhead or your regular order form and mail today.

DORR KIMBALL, 411 E. Olive Street,
Monrovia, California.

Please send copy of Composing Room
Management to

Name

Address

☐ Check for \$9.80 enclosed (2 per cent
cash discount).

☐ Mail bill for \$10.00 payable within
30 days.

Ordered by

Address DORR KIMBALL · 411 East Olive Street · Monrovia · California

Our Printer President

will be elected on November 2, after which we can expect a great boom in the printing business. Prepare for it now. Let us know your Ink requirements. Get acquainted with the new hues of Colored Inks being discovered by the chemists in our laboratories. There is a constant improvement in our Black Inks. We have now a great variety of Magazine Blacks of high grade, yet low in price.

Write, Wire, Phone, Call — Offices in all the principal cities.

Sinclair and Valentine Co.

NEW YORK, 605-611 WEST 129th STREET

BOSTON.....516 Atlantic Avenue
PHILADELPHIA.....1106 Vine Street
BALTIMORE.....312 North Holliday Street
NEW ORLEANS.....425 Gravier Street

CHICAGO.....718 South Clark Street
ST. LOUIS.....101-103 S. Seventh Street
CLEVELAND.....321 Frankfort Avenue
DETROIT.....184 Gladstone Avenue

TORONTO.....233 Richmond Street, W.
MONTREAL.....46 Alexander Avenue
WINNIPEG.....173 McDermott Avenue
ALBANY, BUFFALO and Other Cities

FACTORIES: NEW YORK, NEW JERSEY, CANADA

Assuring Efficiency from the Start—

The printer upon installing new equipment naturally feels that he is fully equipped to meet his delivery promises.

This is true only if he has carefully considered the drive and control best suited to fill his particular requirements.

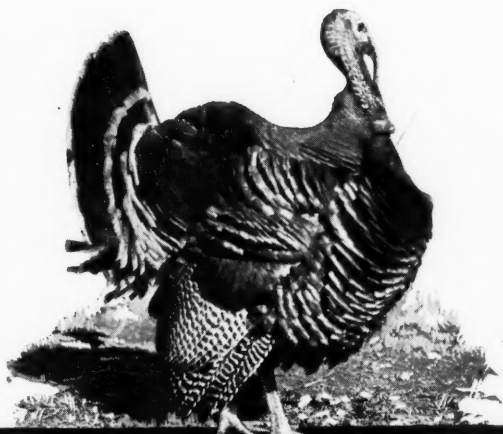
Westinghouse-Cline motors and controllers mean to the printing trade what Westinghouse generating equipment means to the large electric power plants of the world. They assure efficiency from the start and throughout the life of the new equipment.

WESTINGHOUSE
ELECTRIC & MANUFACTURING CO.
East Pittsburgh, Pa.

Sales Offices in All Large American Cities.



Westinghouse



Talk Turkey!

As this is written, we see for the first time in years a buyer's instead of a seller's market. How is the situation being met? Boldly? In many cases, No!

There is a lot of bluff, of course. "How's business?" "Fine. How's yours?" "Oh! we're keeping busy." Both are bluffing, and both know it. It's not a bad thing — but it doesn't go far enough.

If people aren't buying, will relaxation of your selling effort make them buy? Of course not! Advertising is a good thing in a seller's market, but it's a vital necessity in a buyer's market.

Reducing or cancelling advertising now is as bad as closing the plant. It means throwing away past advertising, and makes it twice as hard to start again. The way to keep down advertising costs is to keep up the advertising.

The present situation offers a great opportunity for the far-sighted advertiser to get immense benefits cheaply. With competitors' advertising disappearing from the publications, *his* ads will get far greater attention. They will be remembered longer. This is a time when one or two firms in every line can easily win a predominance they need never give up.

If you're an advertiser, take our tip. And you agencies, and you printers, and you other engravers, go out and tell 'em — strong! Quit pussyfooting! Talk turkey to 'em!

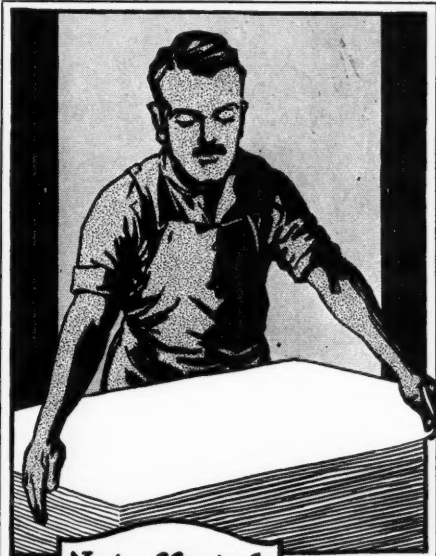
If you want to meet the situation boldly and drive hard for business, we'll talk turkey to you on art work and engravings that will give real force to your advertising.

STAFFORD ENGRAVING COMPANY

"The House of Ideas"

Artists : Designers : Engravers

CENTURY BUILDING, INDIANAPOLIS



**Not affected
by atmospheric
conditions**

JONES Non-Curling Gummed Stock always lays flat and stays flat — regardless of atmospheric conditions.

You have but to use Jones' on your next job to find what you have been looking for — an unusually high grade gummed stock that will not curl or cake.

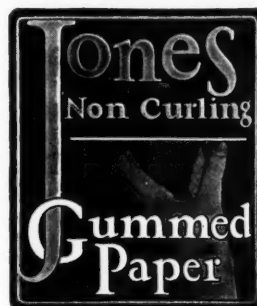
And the more you use Jones' the more you will appreciate its uniform goodness, its excellent printing surface and the economy of working with a real non-curling, non-caking gummed stock.

Samples gladly sent upon request.

SAMUEL JONES & COMPANY

Leaders since 1810

Newark, New Jersey



Manufacturers of Printing Machinery and Supplies — *Sell in* *Great Britain*

British printers, handicapped for over four years by the restrictions forced by the war, anxiously await the opportunity to install items of American-made equipment of recognized merit.

As one of their leading engineers, supply houses, and manufacturers of printers' rollers and printing-inks, we are daily asked to fill the gap between them and the American manufacturer.

In addition to our facilities for handling agencies in a profitable and satisfactory manner, as outlined above, we can offer manufacturers the advantages of our good-will, developed by years of careful and conscientious service in behalf of our trade.

An association with this reliable house, therefore, should prove an asset for any manufacturer. Let us know what you have; we will give you our opinion of the possibilities for building up a trade with it in Great Britain.

This long-established printers' supply house, maintaining extensive showrooms and operating an efficient selling organization, seeks the agencies for American made machinery, equipment and supplies essential or advantageous to the printing, box-making and allied trades.

We Can Guarantee Excellent Business for Good Products.

WALKER BROS.

(Usher-Walker, Ltd.)

ENGINEERS AND DEALERS IN MACHINERY AND SUNDRIES FOR THE PRINTING,
BOX-MAKING AND ALLIED TRADES.

Main Offices and Showrooms, 33 Bouverie St., Fleet St., London (E. C. 4), England.

Reliable Printers' Rollers

Sam'l Bingham's Son Mfg. Co.

CHICAGO

636-704 Sherman Street

PITTSBURG

88-90 South 13th Street

ST. LOUIS

514-516 Clark Avenue

KANSAS CITY

706 Baltimore Avenue

ATLANTA

40-42 Peters Street

INDIANAPOLIS

151-153 Kentucky Avenue

DALLAS

1306-1308 Patterson Avenue

MINNEAPOLIS

719-721 Fourth St., So.

DES MOINES

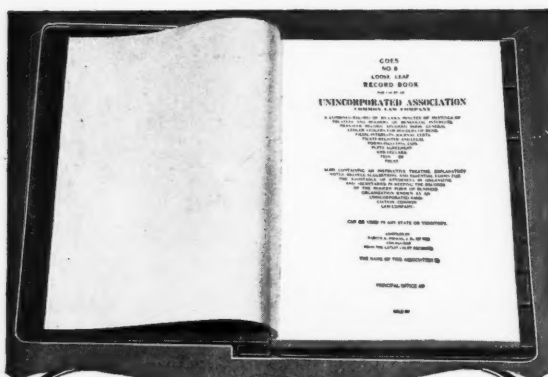
609-611 Chestnut Street

CLEVELAND, OHIO

1285 West Second Street

SPRINGFIELD, OHIO

Shuey Factories Building



Go to Goes for The Goes Loose-Leaf Common Law Record Book

No. 8

(Compiled by a member of the Chicago Bar)

A text-book and a reference-book containing an instructive treatise and many helpful suggestions and forms essential during the organization, and, later, in keeping the records of an Unincorporated Association (Common-Law Trust). Forms similar to those contained in The Goes Corporation Record Books, but made to fit the needs of a Common-Law Trust, are provided.

Just Published

Write for descriptive matter

The Goes Printers' Helps also include

Common-Law Certificates Bond Blanks
Stock Certificates Diplomas
Bordered Blanks Certificates of Award
Bound and Loose-Leaf Corporation Record Books

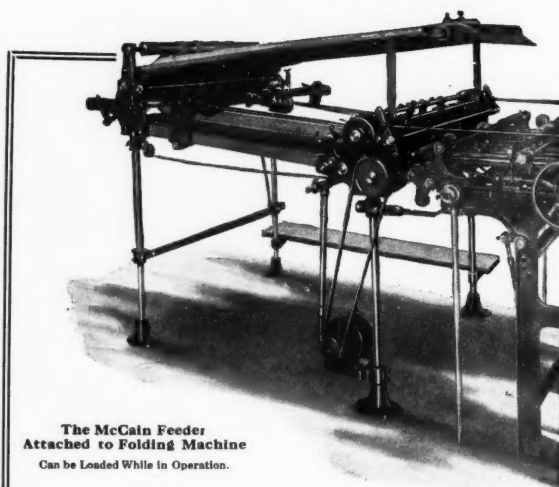
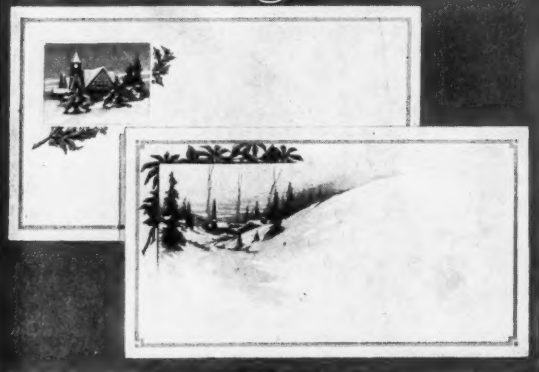
and

Art Advertising Blotters
Art Advertising Mailing Cards
Art Advertising Calendar Cards
Lithographed Calendar Pads

Designs prepared especially for Holiday publicity, similar to those illustrated below, are now available.

Samples and prices of all of The Goes Printers' Helps will be sent when requested

Goes Lithographing Company
45 West 61st Street Chicago



The McCain Feeder
Attached to Folding Machine
Can be Loaded While in Operation.

10% to 25% Increase

Actual records show that gains of from 10% to 25% in production are a common thing when the folder or ruling machine is fed automatically.

THE MCCAIN Automatic Feeder

is a leader in its class. Now in successful use in many of the leading plants of the country. Can be readily attached to Anderson, Brown, Cleveland, Dexter or Hall folders.

Interesting literature on request.

McCain Bros. Manufacturing Company
29 South Clinton Street, Chicago, Illinois

The Right Motor for the Job

Average jobs can be run at average speed; work that requires close supervision must be run comparatively slowly; and when time is short you want to get the maximum of production from your presses.



**PUSH-BUTTON
CONTROL MOTORS**



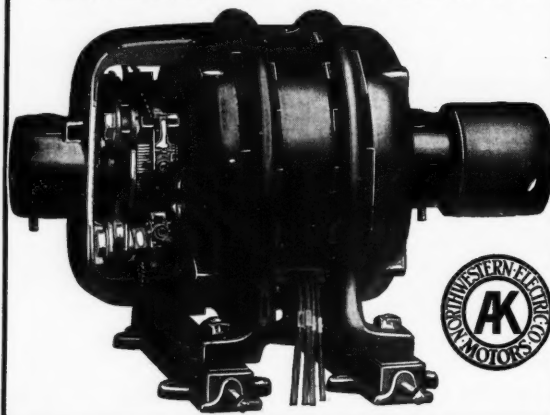
are constructed to meet any emergency. They are faithful allies of your presses and deliver just the speed you want.

Illustrated folder, giving prices, free on request.

Northwestern Electric Co.

408-416 South Hoyne Ave., Chicago, U. S. A.

KANSAS CITY, MO., 1024 Grand Ave. MONTREAL, QUE., 401 New Birks Bldg.
PITTSBURGH, PA., 710 Liberty Ave. MINNEAPOLIS, 8 N. Sixth St.
SEATTLE, WASH., 524 First Ave., S. TORONTO, 308 Tyrell Bldg., 95 King St.



NEW MODEL COMPOSING ROOM SAW

Complete with
Motor



"Better than Many
—Equal to any"

SAWS and TRIMS
One Operation

Table Elevated from
Saw and Trim Position
to Sawing Position
in Three Seconds

**Powerful Work
Holder**

Gauge
Adjustable
to Points

LACLEDE MFG. COMPANY

119-121 N. Main St.

St. Louis, Mo.

Laclede Remelting Furnaces

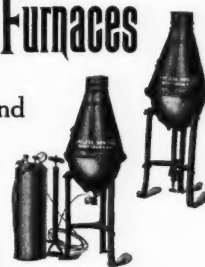
Scientifically Designed and

Substantially Built in

sizes to meet the

requirements of

any Office



Jobbers and Dealers
Everywhere

Full Information upon
request

MANUFACTURED BY THE

Laclede Mfg. Company

119-121 N. MAIN STREET

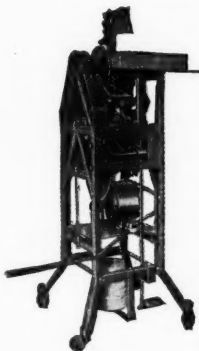
ST. LOUIS, MO.

Hand vs. Machine

Hand Tying means extra help; waste of twine; lost motion in handling packages; restricted output due to the human limitations of help; knots sometimes slip.

The BUNN Package-Tying Machine

means elimination of a lot of extra help; a big saving in twine; ease in handling packages; output limited only by the speed of operator; non-slip knots tied by our patent knotter.



A free trial in your plant is the best means of finding out for yourself the merits of The Bunn.

B. H. BUNN & CO.

9970 Charles St., Chicago, Ill.

Printers and publishers will be interested in the larger model of our machine. It is especially adapted to handle bulky and difficult packages. Ask us for information.

Ten Thousand

"Amazing" is what everyone says when they hear of the number of

Franklin Printing Price Lists

in use—TEN THOUSAND. On January 1 there were exactly 1724 in use. Today there are over Ten Thousand—representing a net gain of over Eight Thousand in ten months' time. Its popularity is

Spreading Like Wildfire

What does that mean to you, Mr. Printer? Merely that you are depriving yourself of the most potent MONEY-MAKER at your command if you are not making it serve you.

*Let us give you the full details.
Write today.*

PORTE PUBLISHING CO.

221 Atlas Block

Salt Lake City, Utah

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From Your Old Linotype Metal
(Product of the Elrod Caster)

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6 point slugs 10 cents 6 point rules 20 cents
2 point leads 14 cents 2 point rules 25 cents
Add 15 cents per lb. if we furnish metal.

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Made from hard White Rock Maple in our New Wood Type plant at Delevan, N. Y. Any rectangular sizes, any lengths. Prompt shipments.
Twenty-four years in one location means something!

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OUR SPECIALTY

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for Cleveland Folders

and 61 other money saving devices in the Vest Pocket Catalogue write for it

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For Churches, Clubs, Lodges, etc. To be completed by
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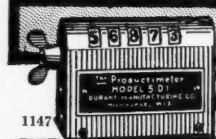
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A SORTS CASTER OPERATED ENTIRELY BY HAND—CASTING TYPE AND CUTS UP TO 6x9 PICAS.

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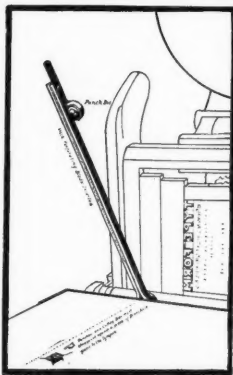
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The impression that prints the job will also

Perforate, Punch, Cut, Crease or Emboss

The most versatile attachment ever applied to a printing press. Better work can not be done by any other process. One handling completes the job. No cut rollers, no inked perforations, no discs of paper on the rollers. *Let the grippers do it!* Quickly applied. Will last for years. Money back if not satisfied.

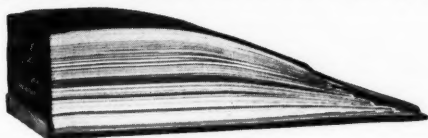
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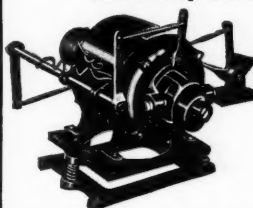


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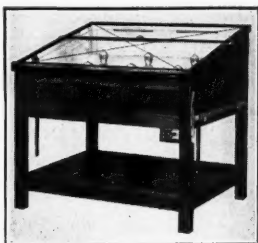
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The PREMIER LINE-UP and REGISTER TABLE

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Standard size for sheets up to 51 x 40.
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Insure Long Life
to your products
by maintaining
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glue at
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Fireless cooker principle conserves and utilizes every bit of heat generated. Average operating cost, one cent per day. Keeps glue at correct temperature for greatest tensile strength. Properly glued joints never fail. This heater has a place in every shop and factory. Sizes, one pint to 50 gallons. Heavy spun copper construction. No seams or soldered joints. Three heats. No water bath. Clean, safe, economical. Portable. Fits any lamp socket.

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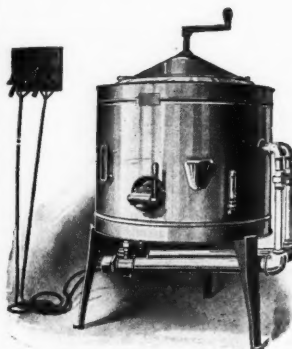


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Let us tell you about our complete line
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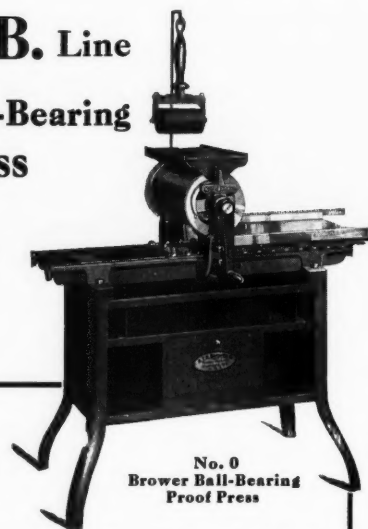
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The B. B. B. Line
Brower Ball-Bearing
Proof Press

No. 0 Brower
 Bed, 14" x 20"

No. 2 Brower
 Bed, 17" x 26"



The No. 0
Brower

No. 0
 Brower Ball-Bearing
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is the latest addition to the Brower family of ball-bearing proof presses. It is built with all the care and precision which have made the No. 2 Brower a leader in its field. Fully 90 per cent of the proofing in the average plant can easily be handled on the No. 0 Brower. Substantial construction, easily adjusted and takes up but little room on your floor.

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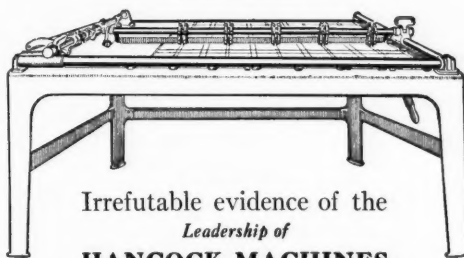
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Name on Request

"DEAR MR. ———:

"I think we have one of the best pressrooms in Canada, and I have no hesitation in saying that the Osterlind Press has earned more money for us and done better work than any other press in our shop. To me it is a marvel in simplicity, accuracy and speed. No doubt they have shown you samples of the work it has done. We could show you lots of samples of commercial work. It will easily take the place of three or more platens, and has not cost us a dollar since we installed it.

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"This letter is written absolutely without prejudice so that when I speak so highly of the Osterlind you readily see that there is no ulterior motive, and if I could only back up and place six Osterlind Presses side by side and forget the work that other presses would do, I feel I could die happy."

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A jet BLACK INK, suitable for the highest class of printing. Does away with offset.

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Compiled from Authenticated Records of Cost and
Production by the Nashville Printers' Club

SIXTH REVISION

August 15, 1920

(Seventh Revision—in Progress)

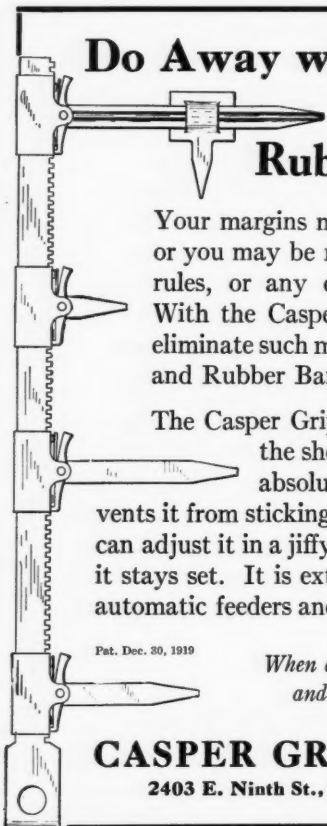
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The Casper Gripper securely holds the sheet to the platen in absolute register, and prevents it from sticking on the form. You can adjust it in a jiffy and when once set it stays set. It is extensively used with automatic feeders and fits any machine.

Pat. Dec. 30, 1919

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1. Put up in climate-proof packages.
2. Especially recommended for labels and stamps.
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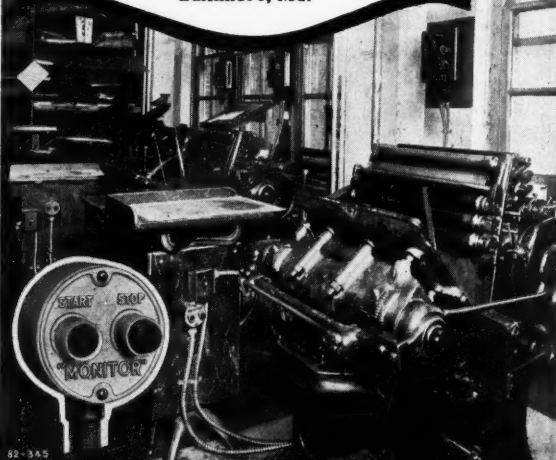
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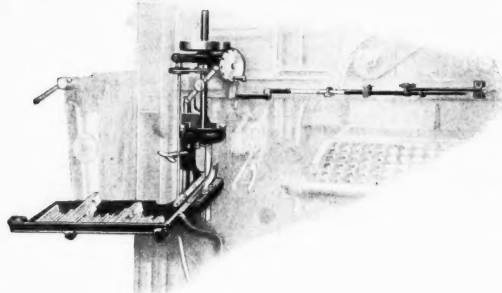
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THE MOHR LINO-SAW

cuts slugs as they are ejected from the mold of the Linotype or Intertype to any desired length. It is a great time and labor saver.

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Now let us coöperate and try to make business and economic conditions permanently better.



One thing is certain: You may rely on

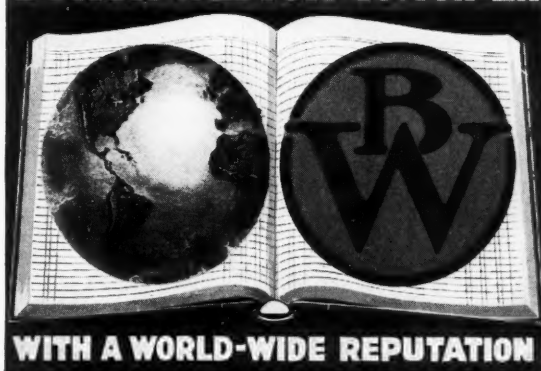
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**XMAS & NEW YEAR
GREETING CARDS**

The Stander Line of Engraved Personal and New Year is now ready. Designed especially for Stationers and Printers. Many designs adapted to omission of sentiment or verse, making them suitable for Type Printing or Engraving of Special Verse or Sentiment, or use of Customer's own Plate.

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APPLICATION OF

Noe-Egul

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often allows one to put discarded rollers back on the press. To get [the best results and the longest use out of your rollers use *Noe-Egul* at every wash-up.

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The Logical Successor to the Quad

SAVES TIME WILL NOT SLIP

Can be securely attached within $\frac{1}{8}$ inch of tympan bale.

The foreman of a large "quad" shop, after using Strait's Patent Lever Feed Guides for three months, said "They're the slickest thing I have ever seen."


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The Goss High-Speed "Straightline" Press
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create such a fine enthusiasm among their users that they can not desist from recommending them and almost insisting that their friends use them, too. "If you are the dealer in your locality where these cards can be bought, you are right in line for the benefits of this enthusiasm, patronage and support. "The clean, smooth edges, the neatness of the case and the economic utility of the card will make the appeal to you as well as to your customers. "Send today for a sample, and see how they really are. Our plan for the dealers will also accompany the request.

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A PHOTO-ENGRAVER known for the excellence of his work recently displayed the finest examples of his craftsmanship.

Plates, both black and in color, conveyed to possible cus-

The Construction is Scientific



Modern Engineering Science has worked many wonderful improvements and economies in the processes of industry—

In the construction of the

Perfection Metal Furnace

It shows a saving of nearly one-half in fuel and time required to melt a pot of metal

It does this very simply by making the outer shell conform exactly to the shape of inner pot. This confines the flames close to the pot, and the conical-shaped bottom permits the flames to reach up the sides, covering the entire pot. Thus the metal is melted in the shortest possible time, with greatest economy of fuel

Thirteen different sizes and styles of the PERFECTION are made—one to suit every Linotyper, Intertyper, Stereotyper or Monotyper—burning gas, gasoline, coal or wood. Ask us for specifications and price on the one that will be most efficient for your plant

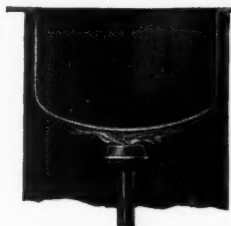
Barnhart Brothers & Spindler

CHICAGO
KANSAS CITY

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OMAHA

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SAINT PAUL

SAINT LOUIS
SEATTLE



In the old-fashioned furnace the flames touch only the bottom of the Pot



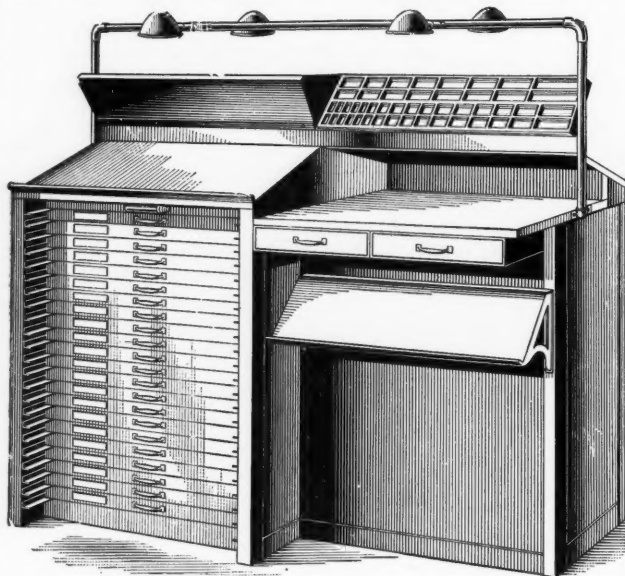
But in the PERFECTION the flames cover the entire Pot—sides as well as bottom

Kramer Universal Type Cabinets

Arranged for Newspaper, Magazine, Book and Job Composition

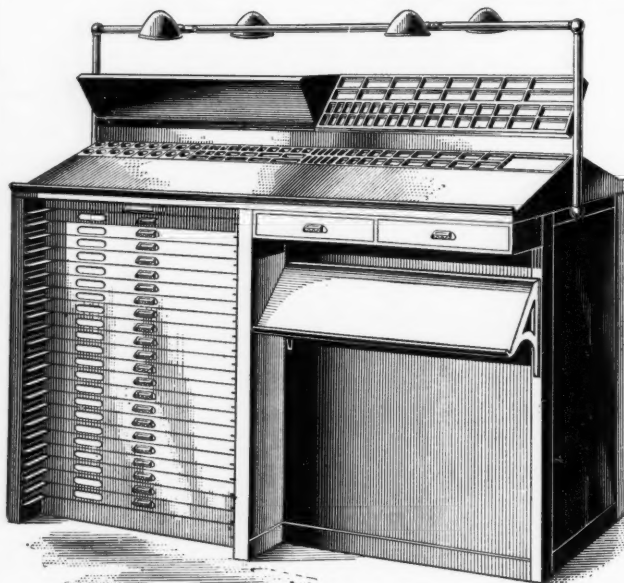
K-237 Arranged for newspaper and ad work, magazine and book work. The feature of this cabinet is the flat working top. Both sides of cabinet have same arrangement. The two flat work tops are 41 inches high, 36 inches long, 24 inches deep. The sloping banks are 36 inches long, with sufficient depth for type case. Two double depth lead and slug cases holding lengths from 4 to 28 ems, with metal number plates, 44 full size extra depth California Job type cases with routed label holders and pulls, four blank drawers, two galley shelves. Wired for electricity, including six sets of fixtures, four over top, two over type cases. Finish, olive green or antique oak. Floor space, $34\frac{3}{4}$ x 72 inches.

Our standard units can be added to K-237 or K-300, either wood or steel, at any time by discarding the removable galley shelf. Two units required for each cabinet. Made up in fifteen designs, as follows: 120 steel storage galleys, 398 steel sort boxes, full length galleys, spaces and quads, strip rule, etc. Illustrations of units gladly supplied upon request.



Display Composition Cabinet — K-237. In Steel — S-4001

Large Stock of Both Designs on Hand For Immediate Shipment



Display Composition Cabinet — K-300. In Steel — S-4015

The Master Cabinet

*Extra units can be added
any time*

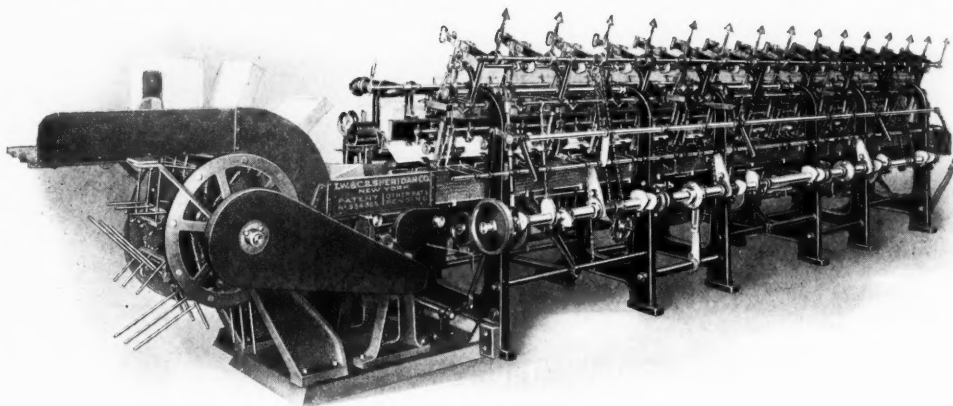
K-300 Especially suited for job composition, book and magazine work. Made in wood or steel. Both sides of cabinet contain same arrangement. Two working banks, each 72 inches long, $16\frac{3}{4}$ inches wide. Two double depth lead and slug cases hold both leads and slugs 4 to 28 ems, with metal number plates, two sets of auxiliary boxes, two galley shelves, 44 full size, extra depth California Job cases with routed label holders and pulls. Electric wiring, with four sets of fixtures overhead and one over each tier of cases. Finish, antique oak or olive green enamel. Floor space, $34\frac{3}{4}$ x 72 inches.

KRAMER WOODWORKING COMPANY (Kramer Steel-Products Co.)
THIRD AND CUMBERLAND STS. CONTINUOUSLY SINCE 1797 PHILADELPHIA, PENNSYLVANIA

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The new Sheridan Case-Maker produces from ten to fifteen thousand cases per day. Only one operator required.

The new Sheridan Continuous Coverers and Binderers will easily handle over twenty-five thousand books per day.

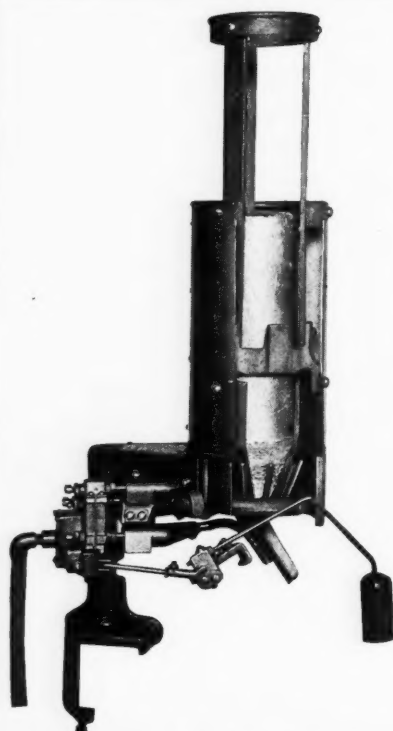
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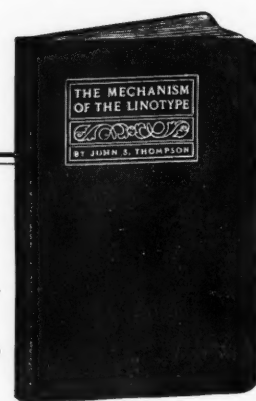
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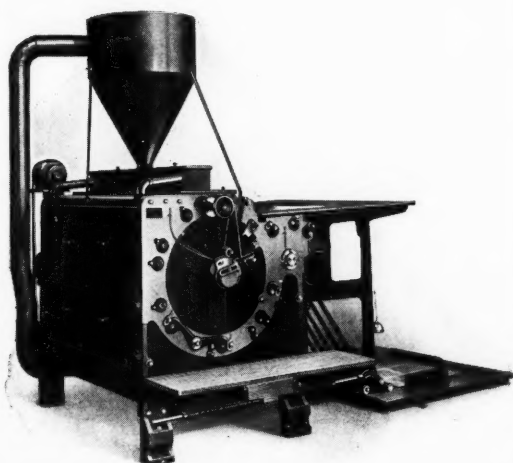
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two years has been done on

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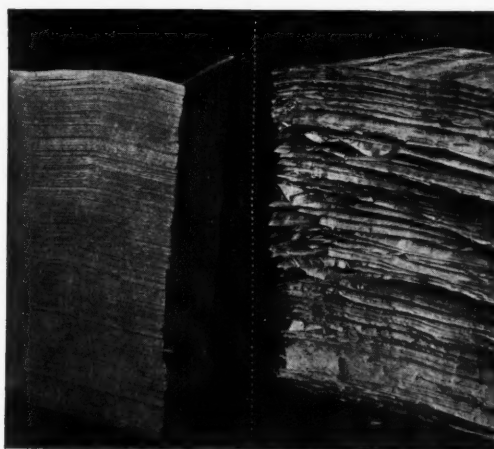
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Chapman
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It makes presses deliver light paper
like ↓ instead of ↓
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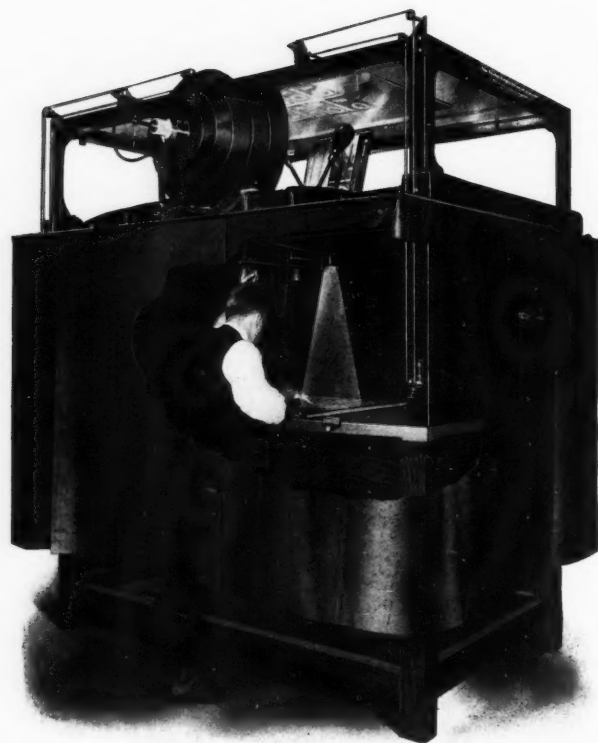
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269



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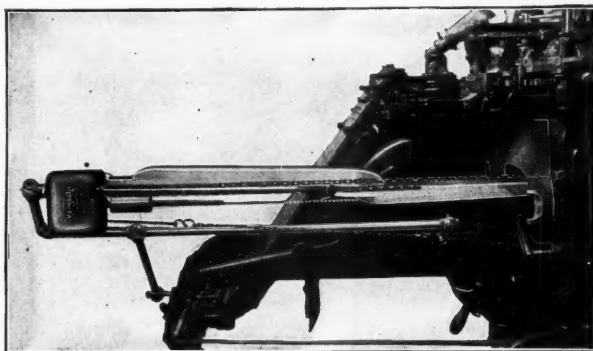
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The Margach Automatic Metal Feeder is so much better than any other feeder, is so certain to save you time, labor and money, is so sure to improve your product and minimize your metal problems—That

To help you become acquainted in the quickest way we will send you one on trial for thirty days, without obligation whatever on your part.

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Perhaps you are more interested in what users think about the Margach than in anything we might say, so please read the following comment from a large eastern plant:

"When the merits and accomplishments of the Margach Automatic Metal Feeder are fully understood by owners of Linotypes, Intertypes, Linographs, Ludlows, Eltrads, etc., it will be as universally used in machine composition rooms as the automatic press feeder is now used in job and cylinder press rooms."

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HERMAN DIAMOND

L. G. DOOLEY

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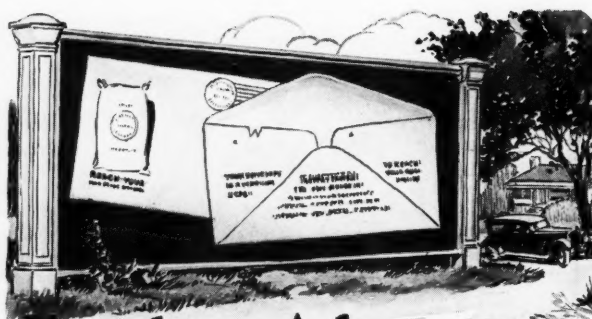
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about
PRINTING
and the
ALLIED
TRADES

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Envelope Advertising that Conserves Paper

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The Western States System of making-after-printing gives you a perfect seamless envelope surface to print on. If you are not using this costless idea, write today for full explanation, our free service book and latest price list.



Found!

A Real Copy-Fitting System

THE DEINZER SYSTEM
"Makes the space fit the copy
and the copy fit the space."

TAKES THE CHANCE OUT OF DETERMINING the space a given amount of copy will fill in any given size or style of type. Saves time wasted in composition by eliminating re-setting on Linotype and Monotype or by Hand.

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Write today

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632 Sherman Street, Chicago

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graphic arts is

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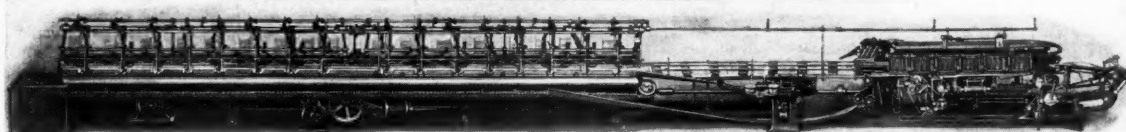
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THE PRINTING ART
CAMBRIDGE, MASS.

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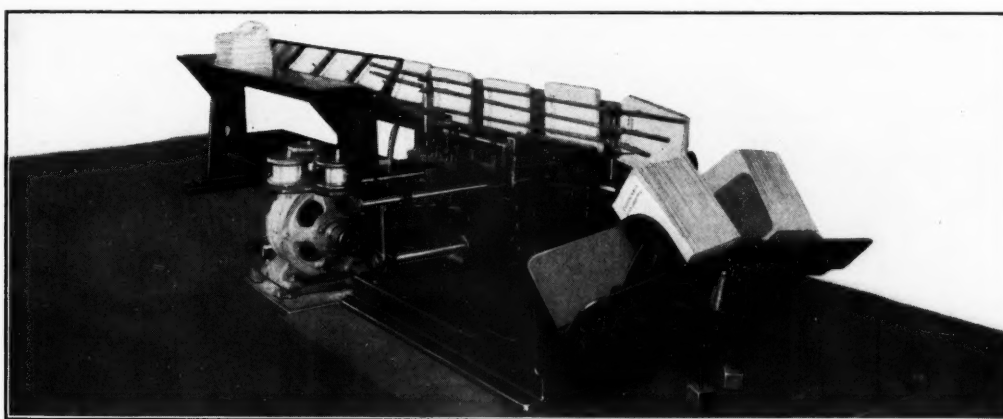
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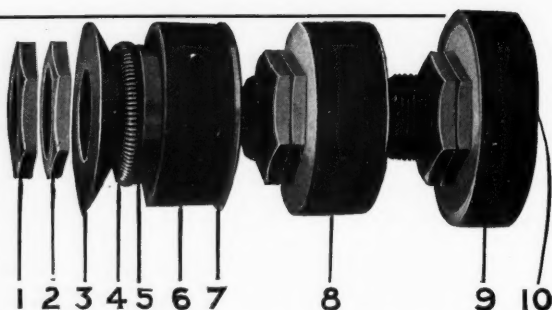
Improved Expansion Roller Trucks for Gordon Presses

Expansion roller trucks are becoming a necessity in most Gordon pressrooms, due to the lack of uniformity in the size of composition rollers. Trucks of various kinds have been introduced to the printers at different times, one of the more recent being the Warner expansion roller trucks, which are said to offer unusual advantages to the job printer. The accompanying illustration shows the construction and the action of the trucks, and is worthy of careful study. Full information regarding this new device may be had by writing to the Warner Expansion Roller Truck Company, Box 424, North Chicago, Illinois.

—From *The Inland Printer*, October, 1920.

Warner Expansion Roller Trucks

(1) The lock nut is locked when truck is adjusted to its proper diameter; (2) the adjusting nut which is used to adjust the truck to its proper diameter; (3) Allows spring (4) to climb upward when the nut (2) is adjusted; (4) endless coil spring closely wound which is used for internal expansion; (5) spring steel band which is placed around coil spring (4) to give flat foundation for rubber tire (6); (6) tire which is made of a composition of rubber to overcome the effects of ink, oil and gasoline. V-shaped to fit washers (3, 7); (7) V-shaped washer, same as (3); (8) roller assembled ready for proper adjustment; (9) roller expanded to its full capacity, allows for $\frac{1}{4}$ -inch expansion over all; (10) hexagonal hub, allows the use of a wrench and keeps inking rollers from turning while adjusting trucks to proper size.



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A complete treatise covering all the essentials of the theory and practice of Platen Presswork. Thirty-two pages, packed with information that you can use every day. Contents: Bearers; Care of the Press; Distribution; Feeding; General Remarks; Impression; Ink; Overlay; Rollers; Setting the Feed Gages; Special Troubles; Tympan; Underlaying. Send a quarter today for a copy. You'll get dollars' worth of good from the pamphlet. Also ask for our latest catalogue of books.

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will save you time
and trouble

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is used by more than six thousand printers. And by using SUPREME BRAND they realize BETTER TABBING at a cost no greater than if they had done a job of inferior tabbing.

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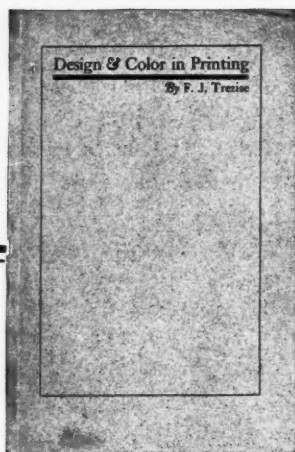
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Dexter Folders, Chambers
Folders, Brown Folders.

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THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, ILL.

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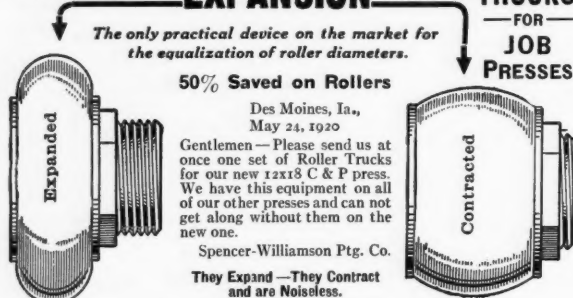
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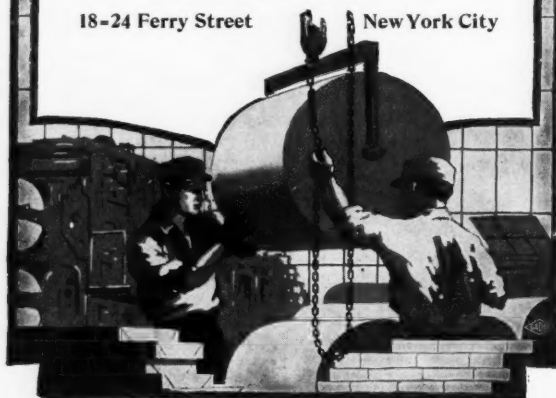
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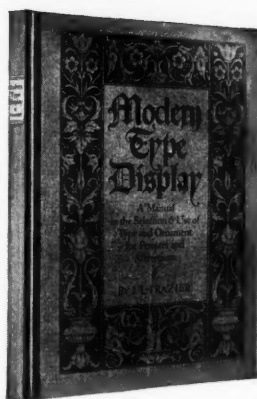
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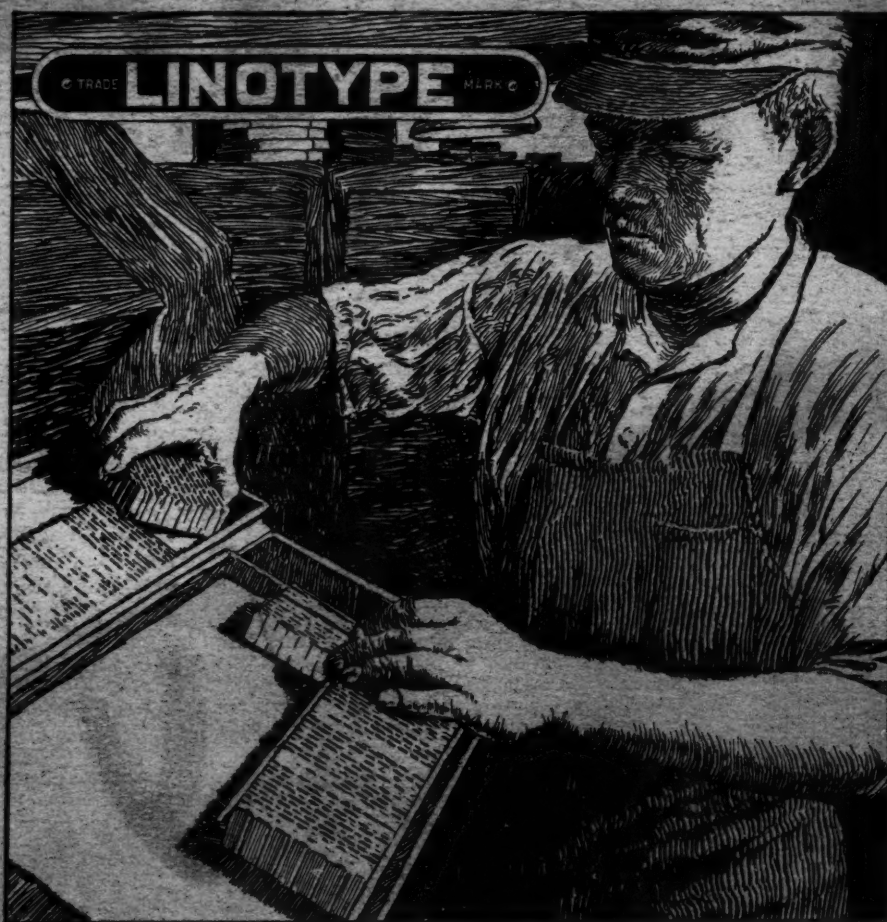
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